



STUDY  
COLL.  
391.42

00013212











# MADAME DOWDING,

8 & 10, CHARING CROSS ROAD (Opposite the National Gallery, Trafalgar Square).

## LADIES' TAILOR, CORSETIÈRE, and COURT DRESSMAKER.

A few unsolicited Testimonials for the Rejane Corset designed by Madame Dowding.

Dear Madam,—I am glad to tell you my Rejane is very comfortable, and like the others.  
 Mrs. C. writes:—  
 18, Great St. Andrew Street, Mayfield, London.  
 Miss C. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. C. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.



Made to order from 21/-

Dear Madam,—The Corsets are quite lovely. The elastic binding ones are the most comfortable I have ever worn.  
 Mrs. C. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. C. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.

Dear Madam Dowding,—Please get in hand one white satin and one black of your Rejane Corsets. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I can assure that nothing else will suit me so well as your Rejane.  
 Mrs. J. writes:—  
 1, St. James's Place, London.  
 Yours sincerely,  
 MRS. J. WATSON.



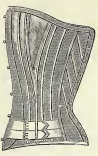
No. 1 - THE MARLBORO



No. 2 - THE CARLTON



No. 3 - THE KITCHENER



No. 4 - THE BULLER



No. 5 - THE MILNER



No. 6 - THE SLEEPING BELT



No. 7 - THE HUNTING BELT

- A 36in.
- B 24in.
- C 36in.
- D 9in.
- E 4in.
- F 10in.
- G 5in.

The New Belt—For day and evening wear, made to measurement from the "Kitchen" (No fitting necessary).  
 No. 1—The Marlboro. White Kid, 20/-; Tan Leather, 25/-; and White Kid with 20/-, from 25/-.  
 No. 2—The Carlton. A great favourite with military gentlemen. Silk, Crystal, from 30/-; Black and Coloured Satin, from 30/-.  
 No. 3—The Kitchener. Most suitable for Home and Outing the Paper, with Elastic Tones and reinforced Nylon, from 25/-.  
 No. 4—The Buller. A most comfortable shape for day or evening wear, made in all materials, from 35/- to 6 guineas. Most popular Belt for gentlemen included No. 4 to 5 to 6.  
 No. 5—The Milner. White Leather and Knobs, 25/-; White Placed, Elastic, with White Kid Strap, from 31/-.  
 No. 6—The Sleeping Belt. White or Coloured Cord, with Elastic Tones and reinforced Nylon. The New Belt for Outing the Paper, from 21/-.  
 No. 7—The Hunting Belt. Tan Leather, 30/-; Cord, with Leather Bands, from 30/-.

All these Belts are absolutely Hygienic, and can only be procured from Madame Dowding, the Sole Inventor and Designer.  
 No orders can be executed unless seven days' notice. The demand for these Corsets is daily increasing, and by far, the most satisfactory to the Inventor.  
 All Communications STRICTLY PRIVATE & BEST OBTAINABLE.

# MADAME DOWLING,

8 & 10, CHARING CROSS ROAD, (Opposite the National Gallery, Trafalgar Square),

LADIES' TAILOR, CORSETIERE, and COURT DRESSMAKER.

## HUNTING CORSET,

IN SILK AND TAN LEATHER.

From 21/-

## BOATING,

### GOLFING,

### CYCLING.

From 21/-

All sizes kept in Stock, from 16 to 35 inches.

White Coutille	12/9
Black do.	21/ & 25/
Figured do., in White, Grey, and Fawn	30/-
Black Satin, White Satin	42/
Pink, Blue, White, and Black, lined Silk	2/ guin.
Flowered Barché and Light Brocades	from 30/-
Dark Brocades	from 40/-
Rich Coloured Brocades, lined Silk, and trimmed seal Lace, from	3/ to 7/ guin.

Nothing but Best Gold Medal Bone used in all these Corsets.

SILK KNICKERS, GARTERS,  
SUSPENDERS, and PETTICOATS  
MADE TO ORDER.  
FROM 25 GUINEAS THE SET.

## JEWELLED CLASPS FOR SUSPENDERS.

From 12/6.

## THE QUEEN OF CORSETS,

In the Improved RÉJANE shape



No. 4.

From 21/- to 7 guin. Silk Skirt to match from 30/-



INDIVIDUAL FITTING A SPECIALTY.



"THE CHARM OF A WOMAN IS HER FIGURE."

CORSETS themselves do little injury, but light lacing is the only expedient to the rest of all evil while a good cut stays, tightly laced, and does not hurt but gives elegance and great comfort to the wearer.

The Improved RÉJANE CORSET, designed by Madame Dowling, is destined by several of the most fast doctors to be the most perfect of any "antiseptic" corset yet invented, and widely recognized throughout the world to those habitually afflicted by "antiseptic" The specially elastic steel abdominal support, which is the permanent feature of the Improved Réjane Corset, which freely admits the temperature of the same time, is removed in cases of bronchitis, strongly defined elastic are giving absolute freedom of movement to every muscle. The laces can be introduced and removed without the least inconvenience, and give such even tension, both over the chest and below the waist, while they support the body back in every the most graceful pose. The new shape has been tried with successful results by ladies inclined to obesity.

A few names of the Ladies that enjoy the fit and comfort of the

## RÉJANE CORSET,

The Duchess of Sutherland, (niece of the late Duke of Portland),  
Lady Salinger,  
Lady Gordon,  
Lady Elliott,  
The Hon. Mrs. Sandy,  
Miss Marguerite Corville,  
Mrs. Neville Ash,  
Miss Ethel Martinke (the great Artist),  
Mrs. McCan,  
Mrs. Jolliffe,  
Mrs. Potter,  
Miss Nellie Parren,  
Lady Campbell,  
Mrs. Katy Carson,  
Lady Morgan,  
Countess Gostella,  
Miss Louie Prunty,  
Mrs. Miss Edmond,  
The Countess of Rossett,  
Miss Agnes Hewitt,  
Frau Mrs. Madden from Berlin,  
Mrs. Tisdell-Corrib Worsley,  
Mrs. and Miss Eghart wife and daughter of the Lord Chamberlain to the King of Norway.

Lady Bouché,  
Lady Pollett,  
Miss Lydia Thompson,  
Miss Rose Schwick,  
Miss Lee Bruchton,  
Miss Kate Culter,  
Miss Cust,  
Lady Ewing,  
Mrs. Col. Harrover,  
Mrs. Col. Trotter,  
Mrs. Col. Hindart,  
Mrs. Col. Angus,  
Mrs. Huxley Gordon,  
Miss Hill,  
Mrs. Coffin,  
Mrs. Johnnie Colabrande (South Africa),  
Mrs. Blandy Jenkins,  
Miss Claud Watney,  
Mrs. Cecil Raleigh,  
Lady Kenneth Curran,  
Countess Inverly,  
Lady Westbury,  
Mrs. Harriett Bingham,  
Mrs. Kitchin,  
Mrs. Clara Sturgeon,  
Miss Ada Reeve  
AND  
Madame Patti.

THE  
Improved RÉJANE CORSET,  
FOR OBESITY.



Price from 38/- to 7/3 guin.

Made to order in Silk Coutille, from 2 guin.

# MADAME DOWLING.



MADAM D— G'S LATEST BELT FOR OBESITY.

*"Oh! Madam, this terrible pressure will give me severe indigestion."*

*"Madam D— g: Hurry up, Joseph, give him some of Buller's Pills, they will soon cure him."*

February 3, 1900

## CORRESPONDENCE.

### TO THE CRITICS ON CORSETS.

To the Editor of "Society."

Sir,—It is intensely amusing to me to read the diverse opinions respecting my poor attempt to aid nature, where she sometimes, like all other infallible powers, fails. But, in self-defence, I must say that which is foremost in my mind. I would put, then, before the inquisitive and critical few, my case had the courage to supply. We all admire the trim and well-built man, equally with my own sex. Why question my right, then, to endeavour to give this gift to men? I would mention that my best clients are gentlemen and men, not the shammy paunchy, effeminate production that one sometimes meets. I would challenge the sceptical to give me the name of any great general, who has not worn a belt of some kind. Sir Garnet Wolseley says, "A man who takes pride in his personal appearance makes the best soldier." Then our great Duke of Wellington, with an instinct peculiar to him, preferred, infinitely, the well-trained racehorse to the clumsy cart-horse. Why is it that the instinctive feeling forces the farm labourer, when carrying a heavy weight, to tighten his girth strap or belt? Why is it, before mounting a horse, the girth is tightened, and when the navy is ready to fight, tightness is his belt? Why is it that, in every case of skill, support is required? Because nature needs a stimulus, and that best support is firmness and to be well-braced up. I am a farmer's daughter, and, as such, qualified to give the benefit of my experience, other than that acquired and practised in the West End. The faculty are accused of condemning my invention. I certainly saw a letter signed "Guy's Hospital" a few weeks ago, but who in their senses gives credence to such anonymous conclusions? The doctors are some of my best clients and, I must say, friends, since they have examined and finally pronounced in favour of my comfortable support. The etiquette of the profession and the delicacy attached to private communications (on the Belt Department) prevents my disclosing the glowing terms in which my testimonials are expressed, but, should occasion demand, I could produce hundreds from the principal West-End clubs, where is collected together the brain of our great City. Again, I would ask, why, in the name of wonder, if tight-lacing is so injurious, do physicians permit their wives to indulge in my corsets in preference to draps for obesity? There is only one reply. My knowledge and close study of the human frame has enabled me to give it, for I know where pressure and danger to health is possible. I do feel bold when combating these profane students, and also "J. E. G.'s" reference to small waist. My experience has been quite the contrary to his. His "ideals" of loose (alway!) frocks, ditto corsets, and large flat shoes, are too lax and indolent to need dealing with.

J. E. G., "after partaking of his hostess's, has shown gratitude and also courage in watching a child being ill-treated, and so is quite equal to the Boers and their flag of truce. Yet even I might suggest many drawbacks in domestic bliss. Take the woman who affects the large waist, and condemns the smaller one of her sister. Well, the mystical telegram, so frequently sent from the club, explaining the husband's absence as urgent, means often an attraction unlocked for in the shape of a dainty figure, which is always fascinating to the eyes of men, independent of the wiles of the owner.

What a wonderful discovery! I supply silk under-garments to the stouter sex, at least, so some of these profane and busybodies have given out. But this is not all; they aver that they are fashioned on the lines of the dainty miss ("Waag-Waag"). Fudge! What an idea! I should as soon think of clothing myself in the rather garments of the "deeds of creation" as indulge in lunacy of this kind; but assertions should be at least kept from the world at large, and especially the little paper "Society."

To repudiate this statement is unnecessary. The convincing proof that the belt, yes, my treasure belt, is the favourite, and even the necessity of the future, in, if statistics go for anything, the increase of my orders, and the letters of surprise and pleasure at results, that reach me daily. These are rewards sufficient.

I only hope that my clients will have the courage of their convictions, and say what they think, relative to health, decided cure for stooping, the support, and general results. It is a delicate matter, but, delicately handled, should raise me above spiteful and petty remarks.

RACHEL DOWLING.

Fazaday House, Charing Cross Road, London.



CIETY.

February 24, 1900

**MADAME DOWDING,**  
THE "DOWDINGIAN."  
*(Registered)*



**THE DOWDINGIAN "BEAUTY."**  
*(REGD.)*

This lovely CORSET made to order in all materials,  
From 21. to 6½ Guineas.

**Silk Skirts to match from 30s.**  
IN THE LATEST STYLE.

**MADAME DOWDING, 8 and 10, CHARING CROSS ROAD.**  
*(Opposite the National Gallery, Trafalgar Square.)*

LONDON, FEBRUARY 24, 1900.

**CORRESPONDENCE**

**NOTICE TO CORRESPONDENTS**

Several persons have written us asking whether the letter signed Dowding, that appeared in these columns a few weeks since, was genuine. The communication was received direct from Madame Dowding, and, as we first learnt, was her own letter on the subject of corsets—a subject with which she is more familiar than probably any other person in this country. Her business in corsets is a very extensive one, it being amongst many of the most distinguished people of both sexes in this country, and covering nearly every part of the globe. Madame Dowding is eminent as a ladies' tailor, corsetière, and Court dressmaker, her highly artistic establishment being at 8 and 10, Charing Cross Road, opposite the National Gallery, Trafalgar Square.

Editor of "Society"

**MADAME**  
THE "DOWDINGIAN"  
(Registered.)

**DOWDING.**



**THE CARLTON.** The most successful Belt ever invented for cultivating the figure. Wears tight & loose gives every comfort. A great favorite with military gentlemen. Silk Cordelle, from 30,-; Black and Coloured Satins, lined, from 20,-.

**This Belt is absolutely Hygienic, and can only be procured from Madame DOWDING, the Sole Inventor and Designer.**

No orders can be executed under seven days' notice. The demand for this Corset is daily increasing, and is indeed a great satisfaction to the Inventor.

MADAME DOWDING begs to thank the numerous West End Tailors for their kind recommendations.

All Communications **STRICTLY PRIVATE** in Belt Dept.  
**MADAME DOWDING, 8 and 10, CHARING CROSS ROAD,**

(Opposite the National Gallery, Trafalgar-Square.)

February 3, 1900

September 23, 1899

### CORSETS FOR MEN.

The correspondence in these columns, on the above subject, capped, as it was last week, by a letter from a gentleman who declares he is a traveller in the trade, thus bearing ample and conclusive testimony as to the accuracy of the statements that this custom is growing in this country, reveals an interesting side-light on the question of male attire. That the wearing of corsets by men gives a decided clearance of lines and conduces to an improvement, from an æsthetic point of view, to the male figure, seems to me pretty generally accepted. The custom, moreover, is not a novel one, for it is an historical fact that men wore corsets as far back as the eleventh century, and during the thirteenth century it was very widely adopted. Thus, again, in Queen Elizabeth's time, Sir Walter Raleigh, Hutton, and the Earl of Essex, furnished notable examples of men who did not disdain the aid of the corset to produce shapely waists. Towards the end of the reign of George III., too, men wore corsets, the particular style then in vogue being named the "Cochrington" corset. At the present day the mode is more particularly affected by military men, this being more especially the case in the German army. Moreover, corsets are very generally used by hunting men in England, who like the support they afford. I am assured by Madame Dowding, the well-known corsetiere, of Charing Cross Road, that large numbers of gentlemen moving in the highest circles of London society are wont to seek perfection of form by the constant use of corsets, "only, we call them 'belts,' you know!" added Madame Dowding with a smile. This lady assured me that the custom was growing, and indeed, she has never heard any logical argument advanced against their use. I certainly was privileged to view some very dainty confections (made of celloid, in halleoerpe and pink silk, but all my householders failed to extract the name of any illustrious wearer, the bar of the *sears professionist* was insurmountable. However, there was ocular evidence that the demand really exists, and although at present my youthful figure requires no advertisement support, should the necessity arise I should certainly like to see Madame Dowding, and place myself unreservedly in her hands. By the way, this most artistic specialist in "belts" informed me that as for her masculine "waists," averaged 20 to 21 inches, though she has one customer who loses in to the incredibly small measurement of 16 inches.

Perhaps the publicity I have afforded this subject may induce some of my masculine readers to write me their views (or experiences) thereon.



# MADAME DOWDING.

THE  
**"Dowdingian Beauty"**  
(REGISTERED)

MADE IN ALL  
 MATERIALS,  
 From ...  
**21/- to 61/6s.**

+  
 Silk Skirts,  
 TO MATCH,  
 From ...  
**30/-**

In the  
**LATEST STYLE**

**MADAME DOWDING,**  
 Faraday House, 8 & 10, Charing Cross Road, London  
(OPPOSITE NATIONAL GALLERY).



# MADAME DOWDING.

8 & 10, CHARING CROSS ROAD,  
 Ladies' Tailor, Corsetiere & Court Dressmaker.

THE IMPROVED REJANE CORSET FOR OBESITY  
 Price from **38/- to 71/ GUINEAS.**

Made to Order in Silk Cordelle from **2 GUINEAS.**

THE IMPROVED  
**REJANE COR-**  
**SET** designed by  
 Madame Dowding, is  
 declared by several of  
 the West End doctors  
 to be the most benefi-  
 cial of any "anatomical"  
 Corset yet invented,  
 and stipulates a long-  
 felt requirement in  
 these ladies may be  
 termed as "obscure."  
 This specially con-  
 sidered abdominal support,  
 which is the pronounced  
 feature of the improved  
 Rejane Corset, while  
 firmly binding the  
 figure, causes it to  
 move free, increased  
 facilities for breathing,  
 contrarily divided ab-  
 dominal support, ab-  
 sence of any un-  
 necessary and relaxed  
 work, and giving  
 with every breath, both  
 over the chest and  
 below the waist, while  
 they support the fatty  
 parts in a way that no  
 other Corset can. This  
 new Corset has been  
 tried with marvellous  
 results by ladies in-  
 clined to obesity.



"The Charm of  
 a Woman  
 is her Figure."  
 & INDIVIDUAL FITTING A SPECIALTY.

## THE LADIES' FIELD

THE QUEEN OF CORSETS,  
**The "Dowdingian."**  
(Regd.)



"The Charm of a Woman is  
 her Figure."

CORSETS themselves do little injury but  
 tight-lacing is badly-made Corsets in the  
 past of all sorts, with a good-out more tightly  
 laced and do so harm, but give ease, elegance,  
 and great comfort to the wearer.

From **21s. to 7 Guineas.**  
**SILK SKIRT to match, from 30s.**

**Madame Dowding,**  
**8 & 10, CHARING CROSS ROAD**  
(Opposite the National Gallery, Trafalgar Sq.)

February 10th, 1900.

## THE LADIES' FIELD

**Mme. Dowding,** Charing Cross Road  
(Opposite the National Gallery, Trafalgar Square)



No. 8. - The Improved Rejane Corset for Obesity.  
 Price from **25/- to 51/6s.**

Made to order in Silk Cordelle, from **2 gu.**  
 The improved **REJANE CORSET** designed by Madame Dowding  
 is declared by several West End doctors to be the most per-  
 fect of any "anatomical" Corset yet invented, and stipulates a long-  
 felt requirement in these ladies may be termed as "obscure."  
 This new Corset has been tried with marvellous results by ladies  
 inclined to obesity.

THE  
DOWDINGIAN  
BELTS.  
(Registered.)



The "University."

The Latest Invention by

Madame Dowding.

Made to order from 2½ guineas in Silk, Cotton, Satin, and perforated knize, double thread net, stamped with tan leather.

These Belts are absolutely Hygienic, and can only be procured from Madame DOWDING, the Sole Inventor and Designer, MADAME DOWDING, 8 & 10, Charing Cross Road.



The Dowdingian "Beauty."

The lovely CORSETT is made to order in all materials. From 2½ to 6½ Guineas. Silk Skirts to match from 30s. IN THE LATEST STYLE.



The Carlton.

The Carlton. A great favorite with military gentlemen. Quality from 30s.; Silks and Coloured Satins, from 40s. from 50s. No order can be executed unless given our name. The name of the inventor is on the inside of the belt. The name of the maker is on the outside. The name of the maker is on the inside of the belt. (Opposite the National Gallery, Trafalgar Square.)

### CORRESPONDENCE.

CORSETS FOR MEN.  
To the Editor of "Society."

Sir,—It is with very great interest that I have read in your paper for the past few weeks the frank expressions uttered in the various letters written on the subject of "corsets for men." The invention of Madame Dowding to supply a want long felt by men in the nature of a support is a most happy one, and much credit is, everyone will admit, due to her for bringing it forward. While some few have discussed the subject in a frivolous vein, making light of it, others again have stated their views in an honest manner, and it is chiefly to these that I venture to express my opinions, opinions which I have manifested for some time, and which I make bold to assert are rational to some extent. With regard to the use for which such corsets are intended for men, they can really benefit certain classes, especially those who unavoidably (or through ignorance, perhaps) have lost the greater part of their natural upright bearing and support, and in whom, accordingly, nature is at a disadvantage regarding good carriage.

Many military men, it goes without saying, require a natural support of some kind, on account of the upright bearing which they must assume, and which is so essential to their avowed profession, and the support—from what I know of military men—which meets all their requirements, seems to be undoubtedly correct.

But I would further remark that other classes of individuals get as much, if not even greater, benefit from their use as military men. I refer to those whose daily pursuit is one of study, and who are to be found constantly bending over their manuscripts. Of course, there are some who make a pretension of study. To these I have nothing to say, as a sore back is a quantity unknown to them; but to the man who really works steadily and conscientiously, a pain in the back, as a result of constant stooping, is neither an uncommon nor an infrequent occurrence, and consequently, the severer the work the more apt is the physical defect of bending to become more severe and more acute, and hence the greater the pain present. This, sooner or later, tends to become constant, and to these men the aid of an artificial support would be

an everlasting boon, so the pain would undoubtedly disappear, and the erect attitude become more easy to attain. Again, it would prove a great comfort to those who spend so many hours of each day in offices perched on high stools, looking for all the world like stocks in search of a seat.

To these two classes corsets would be a real blessing, as by their use one must feel braced up and supported very beneficially. Of course, their intermittent or constant use is a matter which the wearer himself will best decide.

Corsets, of course, as every one knows, are alike injurious to both sexes if drawn in tightly, but one can here up to a certain standard of tightness with good comfort and little harm. I certainly would not recommend "panching the waist," as "M. F. C." seems to have done.

If a man requires corsets, then he is fully entitled to wear them without being in the least degree considered effeminate. As Madame Dowding, in her letter of last week, has so aptly expressed an opinion which must be present in many minds, "we all admire the trim and well-built man, equally with my own sex." Why question my right, then, to endeavour to give this effect to men? There is left little more to be said on this matter, and, regardless of the opposite sex, for the time being, I personally, should distinctly prefer to see a trim and well-built man to one who has no interest in his own personal appearance, and who dresses in a loose fashion. If a man finds he can obtain this end only by the use of corsets, then let him wear corsets by all means; but his breast bears the risk of being considered effeminate if his friends should learn of the fact.

I entirely agree with "One of the Fraternity" as to the beneficial action which corsets exert over bended backs, but I will go even further and admit that they have been proved over and over again to act in part the nature of a cure in certain abdominal conditions. He also asserts that female corsets are injurious to a masculine wearer, as their form and fit is entirely different from male corsets; but, be their male or female corsets, if only they are properly fitted and adapted to the wearer, their usefulness and constant wear will be the reward of Madame Dowding's invention.

I fear, Sir, I have encroached too much on your valuable time and space, but thanking you for the insertion of this letter, yours faithfully,  
Glasgow, February 5, 1900. E. G. BOKSBOON.



# The Ladies' Field.

1900

PRICE SIXPENCE.

THE LADIES' FIELD

April 7th, 1900.

## MADAME DOWDING, THE "DOWDINIAN" (Registered)



THE DOWDINIAN "BEAUTY" (Registered)

The lovely CORSET made to order in all materials, from - - - 2/- to 6/- guineas.  
Silk Skirts to match, from 20s., in the Latest Style.

**MADAME DOWDING,** 8 AND 10,  
CHARING CROSS ROAD

(Opposite the National Gallery, Trafalgar Square.)

HETY.

May 19, 1900

## The Small Waist Competition



*has now proved beyond doubt  
that there is neither a 12-inch  
nor 13-inch waist in existence,  
the nearest being*

**13½-inch—a doctor's wife.**

**3 . . . 14 inch.**

**6 . . . 15 inch.**

This will answer so many enquiries  
made on the subject of small waists.  
Yours faithfully,

**RACHEL DOWDING.**



# MADAME DOWDING'S Small Waist Competition,

Open to Every Lady in Great Britain up to and including  
April 30th, 1900.

Madame Dowding will give to any lady who can wear for one hour at her establishment at Faraday House a twelve-inch corset of any make, but must meet at the waist, a Pair of Corsets, Jewelled Suspenders, Garters, and a Silk Petticoat, *en suite*, in any colour chosen by the winner, to the value of 10 guineas; and the lady who can wear a thirteen-inch corset for the same period, a Satin Corset in either of the three shapes as shown below.

The names of the successful competitors will be given each week in "Society." This will satisfy the numerous enquiries on the interesting subject of tight-lacing, as Madame Dowding prides herself on having made the largest and the smallest ever worn in London.



THE QUEEN OF CORSETS.

THE REJANE.

THE DOWDIAN BEAUTY.

## MADAME DOWDING,

8 & 10, CHARING CROSS ROAD, (Opposite the National Gallery, Trafalgar Square).

# MADAME DOWDING,

8 & 10, CHARING CROSS ROAD,  
LADIES' TAILOR, CORSETIÈRE, and COURT DRESSMAKER.

## THE IMPROVED Réjane Corset

✽ FOR OBESITY. ✽

Price from 38/- to 7½ Guineas. Made to order in Silk Coutille,  
from 2 Guineas.

THE IMPROVED RÉJANE CORSET, designed by Madame Dowding, is declared by several of the West End doctors to be the most perfect of any "anatomical" Corset yet invented, and supplying a long-felt requirement to those habitually inclined to "embonpoint." This specially-constructed abdominal support, which is the prominent feature of the improved Réjane Corset, whilst firmly holding the figure, ensures at the same time increased facilities for breathing, cunningly-devised elastic gorges giving absolute freedom of movement to every muscle. The figure can be improved and reduced without the least inconvenience, and giving with every breath, both over the chest and below the waist, whilst they support the fleshy parts in a way that no other Corset can. This new Corset has been tried with marvellous results by ladies inclined to obesity.

"THE CHARM OF A WOMAN IS HER FIGURE."

INDIVIDUAL FITTING A SPECIALTY.



# MADAME

## Butterfly's Answers.

DEPARTING GIBBERLINA.—It is a pity to gumble quite so much, I think, because, even by your own showing, you must make your life a perfect burden to yourself and all your friends, to say nothing of your poor, unhappy husband. "There's nothing either good or bad, but thinking makes it so," you know, and I feel sure that if you tried to look upon the bright side of things you would not feel half so miserable. In the matter of stays, I am quite of your opinion, and I strongly advise you to write to Madame Dowding, 8 and 10, Charing Cross Road, W.C., and ask her to send you some sketches of the various kinds of corsets which she is supplying this season. Her stays are cut with wonderful skill, and their effect upon the figure is simply marvellous. I think that the Dowdian "Beasty" Corset will suit you admirably, but on this point it will be best for you to consult Madame Dowding personally, as she will then be able to advise you as to the shape which will be most beneficial to your figure.

JUNE 16, 1900.



## MADAME,

JUNE 9, 1900.

Madame Dowding, of 8 and 10, Charing Cross Road, would make you a pair of corsets from one to six and a half guineas, with silk skirts to match from you.

(3) Cash's cambree frillings, which, I believe, are obtainable from the leading London drapers, make simple but extremely pretty trimmings for children's summer frocks and underclothing. (4) The price you name is a fair one for smart hats. You could not do better than go to Madame Elsie, at 23, New Bond Street, London, W. She would know at once what style would be most becoming to you.

# The Pelican.

March 17, 1900.

TH

Some women who have quite nice figures cannot bear the pressure of stays at all and yet manage to look all right. A well-known young actress playing in town just now, never wears stays because of heart trouble. She is measured and fitted in stays, but after the fitting, off come the garments she may not wear. Her bodices are, of course, all very well boned, and therefore the omission is hardly noticeable at all. A moderately small waist which looks firm, and strong, and well set-up, is my idea of what is what. And much of this, of course, depends on the corsets you wear. As you know, I pin my faith to those of Madame Dowding, of Charing Cross-road, close to the Garrick Theatre. So far, I have found no stays to beat hers—and, indeed, none to equal them, and I am glad to know that my advice to my readers to try them for themselves has been very widely followed, as Madame Dowding will tell you herself.

And now, good-bye for another week.

Yours ever,

HEATHER.

[Registered as a  
Newspaper.]

SATURDAY, MAR. 24, 1900.

## THE PELICAN.

The matter is a delicate one, I know. Still, truth must out, e'en though the heavens do fall. The fact is simply this. Miss Marie Lloyd writes to me to say that at last she has gone to Madame Dowding's place in Charing Cross-road, and has had handed over to her the prize pair of corsets she won in our most recent competition. She says she is "extremely pleased with them."

And really, you know, I do not wonder at it, for they were just about as smart as it was possible to make such things, and cost seven guineas, so that they were quite worth having. And now, next time you see one of our prettiest, and certainly our cleverest, lady music-hall singers, do not forget to notice if her figure has improved a bit.

March 24, 1900.

## Daily Mail

WEDNESDAY, JUNE 20, 1900.

### CORSETS FOR GENTLEMEN.

A corsetiere near Charing-cross is making a speciality of corsets for gentlemen.

He has sent out portfolios illustrated with designs of gentlemen wearing masculine corsets, of which there are various styles, all novel and remarkable at the first.

The demand for these corsets is said to be "increasing daily."



# MADAME

LESLIE WILSON 1910

No. 236.—Vol. XVIII.]  
Copyright.

MARCH 24TH, 1900.

[PRICE 6D.  
Per Part Out.

## MADAME DOWDING



### The Dowdian "Beauty."

This lovely CORSET made to Order in all Materials.

From 21s. to 61s. **ESPEY'S.** See Notice to Master from 21s. in the latest style.

**MADAME DOWDING,**  
8 and 10, CHARING CROSS ROAD  
(Opposite the Newman Gallery), Telephone 359.

**TROCADERO**, The Restaurant of the World, Piccadilly Circus, W.

**ONE PENNY.**

"THE QUEEN has a cup of Schweppes & Cocoa brought to her at 7.30 a.m., and two hours later uses the same beverage at the breakfast table."—*Sunday*.

**L.N.A.**

# THE FREE LANCE

EDITED BY  
**CLEMENT SCOTT**

## CONTENTS

No. 1. VOL. 1.

OCTOBER 6, 1900.

### The Drama of To-day

Sec. of State, Indian Dept. ....	.....
Secretary for Scotland .....	.....
First Lord of the Admiralty .....	.....
First Lord of the Treasury .....	.....
Lord Lieutenant of Ireland .....	.....
Lord Chancellor of Ireland .....	.....
President of Board of Trade .....	.....
Chancellor of the Duchy of Lancaster .....	.....
President Local Government Board .....	.....
President Board of Agriculture .....	.....
Works and Public Buildings .....	.....
Chief Secretary for Ireland .....	.....
Postmaster-General .....	.....
Civil Lord of the Admiralty .....	.....
Parliamentary Secretary, Home Office .....	.....
"    "    Foreign Office .....	.....
"    "    Colonial Office .....	.....
"    "    India Office .....	.....
"    "    War Office .....	.....
Attorney-General .....	.....
Solicitor-General .....	.....
Name of Competitor .....	.....
Address .....	.....

#### NOTE TO CONTRIBUTORS.

The Editor will always be pleased to consider typewritten MSS., which, however, will not be returned unless accompanied by a stamped and addressed envelope.



Schweppes Soda.

SCHWEPPES Mineral Waters.

Schweppes Soda.

15. An Entertainment of Unexampled Brilliance

Sec. of State, Indian Dept. ....  
Secretary for Scotland .....  
First Lord of the Admiralty .....  
First Lord of the Treasury .....  
Lord Lieutenant of Ireland .....  
Lord Chancellor of Ireland .....  
President of Board of Trade .....  
Chancellor of the Duchy of Lancaster .....  
President Local Government Board .....  
President Board of Agriculture .....  
Works and Public Buildings .....

Chief Secretary for Ireland .....  
Postmaster-General .....  
Civil Lord of the Admiralty .....  
Parliamentary Secretary, Home Office .....  
" " Foreign Office .....  
" " Colonial Office .....  
" " India Office .....  
" " War Office .....

Attorney-General .....  
Solicitor-General .....

Name of Competitor .....  
Address .....

**NOTE TO CONTRIBUTORS.**

The Editor will always be pleased to consider type-written MSS., which, however, will not be returned unless accompanied by a stamped and addressed envelope.

## MADAME DOWDING,

Ladies' Tailor,  
Corsetiers,  
and  
Court  
Dressmaker.



THE DOWDIAN "BEAUTY" TRADE MARK

MADE IN ALL MATERIALS, from 21s. to 51. Guineas.  
SILK SKIRTS to match, from 90s., in the Latest Style.

GENTS' BELTS A SPECIALITÉ.

**8 & 10 CHARING CROSS ROAD**

(OPPOSITE THE NATIONAL GALLERY, TRAFALGAR SQUARE)

For Sale, and Published by GIBBS & CO., LTD., 20 Cecil Court,  
London, E.C.4.

"THE QUEEN has a cup of Schweitzer's Cocoa"

**TROCADERO**, The Restaurant of the World, Piccadilly Circus, W. **ONE PENNY.**

# THE FREE LANCE

EDITED BY  
**CLEMENT SCOTT**

## CONTENTS

No. 1. VOL. I.

OCTOBER 6, 1900.

- The Drama of To-day  
CLEMENT SCOTT.
- Interview with Queen Nathalie.
- The Wheel of Life.
- "Mainly for Women."
- Literature, Art, Music.
- Sport, Finance.
- All Sorts of Things  
L. GODFREY TURNER.
- Manners! Gentlemen!"  
MARIE CORELLI.

Dr. J. M. HARRIS says: "WHAT I call the 'ARCADIA' in 'My Lady Niveth' is the 'CRAVEN' Mixture, and so other."

½ lb. Sample  
Tin, 2/3.  
Post Free 2/6



½ lb. Sample  
Tin, 2/3.  
Post Free 2/6

J. J. CARRERAS, 7 HAROUR ST., LINGFIELD SQUARE, LONDON, W.

SCHWEITZER'S COCOATINA.

"THE QUEEN has a cup of Schweitzer's Cocoatina brought to her at 2.30 a.m., and two hours later sees the same beverage at the breakfast table. —Spyer."

Schweppes Soda. SCHWEPPES Mineral Waters. APPROVED GOLD-MEDAL Paris Exhibition. Schweppes Soda.



**LONDON HIPPODROME**, Managing Director, Mr. H. E. MOSS, TWICE DAILY AT 2 & 8. **An Entertainment of Unexampled Brilliance**

# Daily Mail.

FRIDAY, SEPTEMBER 21, 1900.

## THE SMALLEST WAIST.

### DANGERS AND POSSIBILITIES OF THE MODERN CORSET.

A correspondent, who is evidently much perturbed in consequence of the alleged increasing slimmness of ladies' waists, writes to ask how the women with the 12in. waist manage to exist.

Leading authorities agree that the 12in. waist is not. Mrs. Dowling, the well-known corsetiere, told an inquiring "Daily Mail" representative that the present small record was 14in., but that the wearers had pinched faces and looked unhealthily.

"A pretty waist," said Miss Dowling, "is the 17in., which is smart and wholesome. There is, it is true, a tendency to smaller waists, and a reduction is possible with a due regard to health if the corset is made so that the respiratory functions are not interfered with. Women nowadays are given to outdoor exercise, and in fitting their allowances must be made for the necessary exercise.

"Tight lacing, if adopted without regard to health, is, of course, injurious, but it is possible at the present time to give a lady a charming 17in. waist with perfect ease and safety.

"The trade in corsets for gentlemen is ever increasing, a 24in. to 27in. waist being quite the most popular size. The popular idea that only shallow, vain men wear corsets is utterly absurd. Men of all complexions wear them, because they give not only elegance but support to the figure."

## THE SMALLEST WAIST.

### Dangers of the Modern Corset.

A correspondent, who is evidently much perturbed in consequence of the alleged increasing slimmness of ladies' waists, writes to ask how the women with the 12in. waist manage to exist.

Leading authorities agree that the 12in. waist is not. Mrs. Dowling, the well-known corsetiere, told an inquiring London "Daily Mail" representative that the present small record was 14in., but that the wearers had pinched faces and looked unhealthily.

"A pretty waist," said Mrs. Dowling, "is the 17in., which is smart and wholesome. There is, it is true, a tendency to smaller waists, and a reduction is possible with a due regard to health if the corset is made so that the respiratory functions are not interfered with. Women nowadays are given to outdoor exercise, and in fitting their allowances must be made for the necessary exercise.

"Tight lacing, if adopted without regard to health, is, of course, injurious, but it is possible at the present time to give a lady a charming 17in. waist with perfect ease and safety.

"The trade in corsets for gentlemen is ever increasing, a 24in. to 27in. waist being quite the most popular size. The popular idea that only shallow, vain men wear corsets is utterly absurd. Men of all complexions wear them, because they give not only elegance but support to the figure."

# The Topical Times

No. 857. 17th Year.

LONDON, SATURDAY, OCTOBER 6, 1900.

[REGISTERED BY POST OFFICE AS A NEWSPAPER.] ONE PENNY.

## RUNNING TO WAIST.

A correspondent who complains: "I've the waist with a protruding belly, and I'm getting fatter all the time. I've tried all sorts of dieting, but it doesn't seem to do any good. I'm sure I'm not eating anything that I shouldn't eat." We answer: "I'm afraid I have not had much success."

No marvel in it, ladies that you mean.

With many ailments nacked,  
For when you're tightly laced 'tis not alone

Your waists that you contract.

Support and stay your figure, but adapt  
Such aids in moderation,

For too much staying power, of course, is apt  
To stop your circulation.

You surely may both health and beauty see,  
If you use tightly laced,

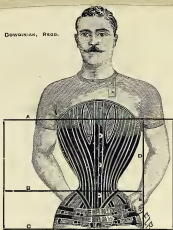
You stick to them, but make sure—although  
You suffer from no waist!



SOCIETY.

LONDON, APRIL 7, 1900.

DOWNING, REED.



## THE "UNIVERSITY."

The Latest Invention by

### MADAME DOWDING.

Made to order from 21 girders in Silk Quilted, Satin, and perforated khaki, double net thread, strapped with tan leather.

These Girders are absolutely Hygienic, and can only be procured from Madame DOWDING, the Sole Inventor and Designer.

### MADAME DOWDING,

8 & 10, Charing Cross Road.

(Opposite the National Gallery, Trafalgar Square.)

The Competition will be open to the end of April, when Madame Dowding will explain fully her views on tight lacing.

To the Editor of "Society."

Dear Sir,—The misunderstanding that seems to have arisen from my suggested competition must be allayed by the "retort courteous," if slightly severe. Several letters announcing the existence of impossible waists have appeared in "Society" (one a fortnight ago by a mother, fancy a mother) who, for punishment laced her two daughters, so she asserts, in a 12-inch corset, meeting at the waist, for one and a half hours, and others, privately by me. Sceptical of their accuracy, I simply made my offer (knowing at the same time it was impossible) to test it, hence the very hard judgment pronounced by the correspondent of "Truth." If cruelly was thought of, the reproach was adequate. But why my harmless advertisement in the "Lady's Field" should be attacked is a mystery, when it illustrated a ruddy well-groomed head, with a shapely form, but a by no means 12-inch waist. There are many, one in particular, whose adornments have run wild—shaggy black hair, heavy moustache, grisly beard, portly figure, thin legs, weasel eyes, always restless, prying into people's business; a striking resemblance to Cronje—not so brave, but a bigger bore. He would greatly benefit by my belt. But, enough. In these remarks I detect a somewhat familiar vein, which occurs to my dear old friend, the "Pelican"—suggesting (most originally) a 12-inch waist as belonging only to a skeleton. To the best of my belief the writer was endowed, not wisely, but too well, with natural covering, which might be somewhat reduced by my belt, and smartened equal to his wit.

RACHEL DOWDING.

Faraday House, London.



# Pelican

SATURDAY, MAR. 31, 1900. (105th, 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st)

I see that Madame Dowding, of corset renown, is making a sporting offer to any lady who can wear a twelve-inch corset of any make, meeting at the waist, for one hour. To the lady who can do this Madame Dowding will present a pair of corsets, jewelled suspenders, garters, and a silk petticoat *à la*, of any colour chosen by the winner. I fancy the prize is likely to remain un-won, for no one other than a child or a living skeleton could wear a corset of the size. For a normally constructed woman, a twelve-inch waist would, I should say, be an impossibility. And how ugly, too!

## THE LADIES' FIELD

March 24th, 1900.

### THE "CARLTON."

DOWDING, Regd.



The "Carlton."—The best shape ever invented for Gentlemen inclined to obesity, and waist contractible. A great favourite with military professions. The elastic side gore gives support to the body and insures freedom of movement to every muscle. The waist can be secured without taking the least inconvenience. Size: Chest from 36 in.; Neck and Collar 14 in.; Length, from 56 in.

All these suits are absolutely perfect, and can only be procured from Madame DOWDING, 10, St. Mark's Road, and 10, St. Mark's Road.

No orders can be executed under seven days' notice. The amount for these Corsets is fully returned, and a suitable gift introduced in the invoice.

(All Correspondence New Jersey Patrons in Belt Department.)

**10, St. Mark's Road, and 10, St. Mark's Road**  
Charing Cross Road

Cutting from the.....  
Address of Publication.....  
Issue dated.....

"Surely such a competition as this is criminal?" writes a correspondent, forwarding a corset-maker's advertisement from a weekly paper. The advertisement offers a prize to the value of ten guineas to any lady who can wear a twelve-inch corset for one hour, with a second prize to the lady who will wear a thirteen-inch article for the same period. The criminality of it would be a question for the coroner's jury, in the event of any of the competitors perishing in the attempt; but I should think the friends of any lady who goes in for the competition would do well to have her moral condition inquired into. There is another advertisement of the same maker in a ladies' paper, garnished with a portrait of a male creature (judging by his hair and moustache) who has apparently succeeded in girding his manly figure with a twelve-inch corset. In this case, there can be no question that a strait waistcoat would be a more suitable garment.

To the Editor of "Society."

Sir,—I am delighted to learn, from your last issue, that so well-known and accomplished a cocotte as Madame Dowding is devoting some of her attention and skill to the beauty and comfort of us poor males. May she have many customers, and her customers much satisfaction!

She is perfectly right in her contention that the only thing which ever does any harm to any one is lacking "in body-made stays."

As an habitual tight-lacer for more than fifty years, I can testify that, so far from being in the least degree injurious, judicious tight-lacing is thoroughly well-made stays is not only compatible with, but actually conducive, to the very best of good health. Certainly, my own general health, and my bodily comfort in several particulars, began to improve most perceptibly from the very day when I first began the practice. I think that the constant delicious sensation accompanying a properly tight-laced waist is really one of life's greatest comforts, as undoubtedly the sight (when one is privileged to see it) of any number of beautifully-laced ladies is one of its greatest enjoyments.

Lady H—, and the rest of the "rational dressers" and anti-corset fanatics, may declaim and lecture as long and as loudly as they please. They will do very little harm, for no possible words of theirs can ever tell half so strongly upon one side of the question as the sight of the lecturer's own fearful figure is sure to tell upon the other.—Yours, &c.,

Sept 13, 1899.

AN OLD STAY-WEARER.

# DRESS AND FASHION.

By Camilla and Lady Betty.

We daily grow more and more convinced as to the important service of corsets. Camilla is positively hating with a thrill on the subject, and we are both prepared to talk ourselves hoarse and everyone else weary on the excellence of a corseter whose skill we have lately found occasion to test.

During the past few years many most worthy exponents of the art have sprung upon our midst, and because the importance of being perfectly corseted has long been a creed with us have we from time to time found occasion to interview, and in many instances personally test, the value of each fresh development.

Now, without for a moment desiring to disparage the undoubted merits of several ready-made corsets, the which young figures exploit frequently with much success, we are yet of opinion that perfection can only be arrived at by individual treatment.

Though following on general lines more one type or another, each figure has its own peculiar idiosyncrasies, and it is just this careful attention to detailed requirements which makes the difference between the corset fitted to order and that ready-made.

We may at once confess that of sympathy we have none for a strained sense of economy in this matter. The very cheap corset is a dangerous abandonment, and in the long-run invariably proves an extravagance in more ways than one.

Now, we don't for a moment propose to make invidious comparisons, but we profoundly believe that the corsetier whose name and address we shall be pleased to send on receipt of a stamped and addressed envelope has up to date produced the best result in this kind—or, rather, we should say corsets, for she has every imaginable style and quality; and it is no exaggeration to say that she is not only prepared to render the

front thin and shapely—many there are who already do that—but is equally ready to make the semblance of Nature beautifully rounded.

## Hips—

and hips are a very serious requisite of the hour, and are growing without any adventitious aids, not alone being responsible for the result. Above and below the waist the utmost freedom prevails; and not only that, but the waist is always so planned that superfluous flesh is all that is subjected to pressure. A waistline that compresses even the least of the ribs is calculated to cause damage, that very vital portion of our anatomy the heart being in many cases seriously affected. It is veritably a beautiful figure, the one that obtains among those who realize the value of "talls," and permit that we whisper in your most private ear that, given a good and shapely figure, dress resolves itself into a splendid simplicity.

From which we deduce the argument that good corsets are an economy.

A girl of our acquaintance, who visited Paris for the

first time recently, frankly confessed to an initial feeling of disappointment. Like many others, she had woven wondrous expectations as to the magnificent quality of the wares to be found in the French capital. But, arriving there fresh from the utter success of the London season, she failed to find anything else but not some before. Very shortly, however, were her eyes opened to the distinction that prevailed, the rough, as she eventually discovered, of perfect, rather pronounced forms, and details of the toilette adjusted with instinctive taste.

Assuredly one goes to Paris nowadays not to buy, but to know what to buy, and also how to wear the things which they are bought.

Many of our readers, faithful and valued friends from the first issue of the paper, will testify that one of our most persistent collections has been the upholding of simple modes. We have talked and preached and harangued without ceasing on the superiority of French fashions in this respect, and

are now inclined to put down the dinosaurs of the English perception to the fact that, being themselves a deeply appreciative. And of consequence have about a requisite emphasis and accentuation.

In corsets, we repeat, hinge the whole gist of style and presence; therefore, when compelled to exercise a discretionary administration of one's dress allowance, it is always wise to bring the reins in, as it were, on corsets. They are the basis of everything. And before closing, who some will doubtless declare has proved a veritable coquette who has won our hearts, and at the same time so mightily improved our figures, cannot it be a queen in about her minimum price; but that all her productions are warranted to wear not less than a perfect, fully proportionate to the latest ones, while the quality we most strongly recommend is two and a half guineas.

Write to other matters, see we weary you entirely. There is

# HOME CHAT.

# HOME CHAT

## EDITORIAL OFFICE,

2, HARMSWORTH BUILDINGS,

CARMELITE STREET, LONDON, E.C.

8th October, 1900.

Dear Madam,

The corsetiere recommended by Lady Betty is Madame Dowding, 8, Charing Cross Road, London, W.C.

Yours faithfully,

pro The Editress.

*H.*

*October 10, 1900.*

BRITISH LINES COY BANK HOUSE,

NEWTON STEWART, N.S.

Miss Matthews has been recommended by Lady Betty of "Home Chat" to buy your corsets, which are said to be do very good. But I Miss M. thinks they are very expensive I would



# THE ADVERTISING WORLD

COLUMBUS, OHIO, APRIL 15, 1900.

English, You Know.

We did worry strange things in the English papers, but nothing that was strikingly different than this.

THE "UNIVERSITY."

BRUNNEN, BERLIN.



The "University" is a great scientific and artistic work. It is a masterpiece of the modern art of tattooing. The artist has used the most beautiful and durable colors. The design is so fine and so artistic, and it is so well adapted to the human body. It is a work of art in every sense of the word. It is a masterpiece of the modern art of tattooing. The artist has used the most beautiful and durable colors. The design is so fine and so artistic, and it is so well adapted to the human body. It is a work of art in every sense of the word.

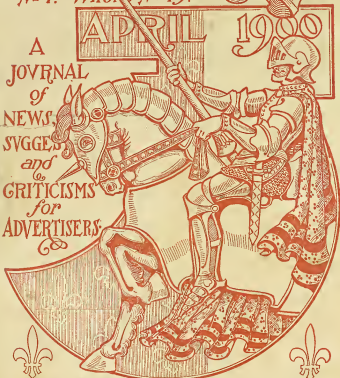
Mr. Dowling, 8 and 10, 125 N. 1st St., Columbus, Ohio.

advertisement from a recent London publication, calling attention to each side for itself. We reproduce this advertisement here with. While we are always glad to take in any country for circulation, we shall live in hopes that this time they stay on the other side of the water!



APRIL 1900

A JOURNAL  
of NEWS,  
SUGGESTIONS  
and CRITICISMS  
for ADVERTISERS



Published Monthly. COLUMBUS, OHIO. 75cts. a Year.







# MADAME DOWDING,

8 & 10, CHARING CROSS ROAD, (Opposite the National Gallery, Trafalgar Square),

LADIES' TAILOR, CORSETIERE, and COURT DRESSMAKER.

A few names of the Ladies that enjoy  
the fit and comfort of the

## RÉJANE CORSET.

Lady Gordon  
Lady Hilbert  
The Hon. Mrs Sandys  
Mrs Marguerite Cornille  
Mrs Neville Ash  
Mrs Ethel Mortlake  
Mrs. St. John  
Mrs. Jolliffe  
Mrs. Pender  
Miss Nellie Patten  
Lady Campbell  
Mrs. Kitty Carson  
Lady Morgan  
Couscous Costello  
Miss Louise Pounds  
Mrs. Brand Robinson  
The Countess of Rossett  
Miss Agnes Howard  
Fraulin Nissa Margès (from Berlin)  
Mrs. Thaddeus Carroll Woreley  
Mrs. and Miss Kuper, wife and daughter  
of the Lord Chamberlain to the King  
of Saxony.  
Lady Bourche  
Lady Pollett  
Miss Lydia Thompson  
Miss Lee, Brighton  
Miss Kate Cutler  
Miss Gust.  
The Duchess of Saxe-Coburg (niece of  
Lady Selinger)  
Mrs. Kellogg Jenkins  
Mrs. de Mellog  
Mrs. Herbert Holroyd (Knaresborough)  
Mrs. Carey (Leicester Gate)  
Mrs. Mary McMillan  
Mrs. Chinworth (Deverton Court)



## THE DOWDINGIAN "BEAUTY."

(REGD.)

This lovely CORSET made to Order in all materials,  
From 21/ to 6½ guineas  
Silk Skirts to match from 30s., in the latest style.

## HUNTING CORSET, BOATING, COLFING, CYCLING,

From 21/-

All sizes kept in Stock, from 16 to 35 inches.

White Coutilie	... ..	12/9 & 21/-
Black do.	... ..	21/- & 25/-
Figured do., in White, Grey, and Fawn	... ..	30/-
Pink, Blue, White, and Black, lined Silk	... ..	2½ guin.
Flowered Brocade, Light ...	... ..	from 42/-
Dark Brocades ...	... ..	from 42/-
Rich Coloured Broche, lined Silk and trimmed real Lace, from	... ..	2½ to 7½ guin.

Nothing but best Gold Medal Bone used in all  
these Corsets.

## THE WONDER OF THE 20th CENTURY FOR OBESITY.

The improved RÉJANE CORSET, designed  
by Madame Dowding, is declared by several  
of the West End doctors to be the most perfect  
of any "anatomical" Corset yet invented, and  
supply a long-felt requirement to those  
laxatively inclined to "embosment." This  
specially-constructed abdominal support,  
which is the prominent feature of the Improved  
Réjane Corset, avoids firmly binding the  
figure, ensures at the same time increased  
facilities for breathing, cunningly devised  
elastic gorges giving absolute freedom of move-  
ment to every muscle. The figure can be  
improved and reduced without the least in-  
convenience, and give with every breath, both  
over the chest and below the waist, whilst they  
support the fleshy parts, in a way that no  
other Corset can. This new corset has been  
tried with marvellous results by ladies inclined  
to obesity.

## COMFORT and ELEGANCE COMBINED.

Miss Culley Kambhe  
Lady de Lytle  
Mrs. McLeod  
Mrs. Marjorie Myrtle (Harrowgate)  
Miss Bean (Linsell)  
Lady St. John  
Mrs. F. Grundy Toronto  
Mrs. Hilsenrath  
Mrs. Katharine Moore (Kimberley, S.A.)  
Mrs. Charles Staire  
Mrs. Sam Lucas  
Madam Edith Wynn  
Miss Florence St. John  
Mrs. Georges Holey  
Miss Collis Campbell  
Mrs. Kennedy  
Mrs. Col. Barrgrave  
Mrs. Col. Trotter  
Mrs. Col. Eulsdorf  
Mrs. Col. Anquet  
Mrs. Stanley Gordon  
Mrs. Anne W. Infault  
Miss Esau  
Mrs. Coffin  
Mrs. Johanna Colabaender (South Africa)  
Mrs. Elizabeth Jenkins  
Miss Clara Wilton  
Mrs. Evelyn De la Motte  
Mrs. Cecil Knapton  
Lady Kenneth Carone  
Countess de Wolf  
Lady Westbury  
Mrs. Reginald Bingham  
Mrs. Knott  
Mrs. Chas. Surden  
Lady Handerson  
Miss Ada Bovee  
AND  
Madame Patti

## Jewelled Clasps for Suspenders.

From 12/6 to 10 Guin.

Chain, from 2/6



## The Improved RÉJANE CORSET, FOR OBESITY.



Price from 38/- to 7½ guin.  
Made to order in Silk Coutilie, from 2 Guin.  
The cut of this Corset is perfect in every  
detail.

## THE NEW CARTER.

From 5/8 the pair.



Silk Knickers and Petticoats made  
to match, Corsets if required.

## THE QUEEN OF CORSETS.

In the Improved RÉJANE shape.



No. 4.  
From 21/- to 7 guin. Silk Shirt to match  
from 30/-

The elegance of the shape, for slight  
figures, is unsurpassed.

# MADAME DOWDING.

# MADAME DOWDING.

A few unsolicited Testimonials for the Rejane Corset designed by Madame Dowding.

Hyperion, Livermead, Torquay.  
Dear Madam,—I am glad to tell you my Corsets are very comfortable, and like them extremely.  
Yours truly, GERTRUDE SOMERS.

13, Great Stanhope Street, Mayfair, London.  
Miss Cust encloses cheque for the two pairs of Corsets, with which Miss Cust is very pleased.

Marlborough Hill, Hampstead.  
Dear Madame Dowding,—Please put in hand one white satin and one black of your Rejane Corset. I consider the Rejane the most elegant and comfortable Corset I have ever worn. I am more than satisfied.

Yours sincerely, NINA MARDON (From Berlin).  
Merrion Hall, Merrion, co. Dublin.  
Mrs. James considers the Rejane Corsets are wonderful, and strongly recommends them for cycling. The shape is perfect.

Cardiff, South Wales.  
Lady Morgan presents her compliments to Madame Dowding, and wishes her to send by return another Rejane Corset, as her daughter prefers it to any other make.

Warwick Square.  
The Countess de Rossetti is delighted with the Rejane Corset; it fits perfectly, and is most comfortable. Will require another very soon for evening wear.

Wingrove, Alfriston, Berwick, Sussex.  
Dear Madame Dowding,—The Corsets are most satisfactory.  
Yours truly, E. H. GATLAND.

The Lodge, Alaisly, Whitby.  
Dear Madame Dowding,—The pair of Corsets I had from you are really very satisfactory.  
Yours truly, EMILY F. SHORT.

Wothorpe House, Stamford.  
Dear Madame,—My Corsets are most comfortable.  
Yours truly, A. BEAN.  
Tylehurst, Kirkcaldy, N.B.  
Mrs. Wilson is very much pleased with the black satin Corsets, and finds them most comfortable.

The Manor House, Linfield.  
Dear Madam,—I am very pleased with my Corsets.  
Yours truly, H. GATES.

Lancaster Lodge, Richmond, Surrey.  
Dear Madame Dowding,—I am very pleased with my Corsets, they fit me beautifully.  
Yours truly, L. TANTEN.

The Warren, Cobham, Surrey.  
I have much pleasure in sending cheque for Corsets, which are most comfortable and satisfactory.  
Yours truly, ALICE HOPFORD.

Lyric Theatre.  
Dear Madam,—The Corsets are quite lovely. The elastic dancing ones are the most comfortable I have ever worn.  
Yours truly, KATE CUTLER.

1, Spottiswoode Street, Edinburgh.  
Corsets received are most satisfactory. E. STOKER.

27, Lewes Crescent, Brighton.  
Mrs. Lyndale finds the Stays very comfortable and a good cut on the hips.

7, Greenfield Crescent, Edgbaston.  
Mrs. Briggs has kept the Corset with a Belt, and thinks them very comfortable.

Belmont, Hurstpierpoint.  
My mother is delighted with the Corsets, and declares she will never wear anybody else's corsets.  
Yours sincerely, FRANCES E. COTTINGHAM.

R. O. to Ash, No. 5, Kk., 15, St. Petersburg, Russia.

Madame,—I am delighted with your Rejane Corset. Will you please send me another pair of black satin, 2 gns., as soon as possible.  
Yours truly, R. E. HARRISON.

Juliette Hall, Bray, Ireland.  
Miss Nevill is very pleased with the Corsets.

Farington, Lovelace Gardens, Surbiton.  
Madame Dowding,—Your perforated Satin Corsets are exactly what I require, and I like them very much.  
Yours truly, A. MARSHALL.

Fulham Hall, Winslow, Cheshire.  
Dear Madam,—Many thanks for sending my Corsets; they are most comfortable, and certainly make the waist look smaller. Will be pleased to recommend them to all my friends.  
Yours truly, S. W. GIBSON.

Finchley.  
The Countess Castella is keeping the black satin Corsets, which fit her exactly.

Llanharan, Pontyclun, S. Wales.  
I am very pleased with the Corsets.  
Yours faithfully, E. H. BLANDY-JENKINS.

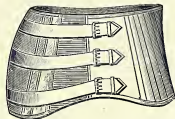
39, Westbourne Terrace, Hyde Park.  
I like my Corsets very much.  
Yours faithfully, A. FRANCIS.

35, Lancaster Gate, Hyde Park.  
Mrs. Frank Jameson encloses her cheque, and is pleased with her Corsets.

25 Talgarth Road, West Kensington, W.  
My Corsets are very comfortable, and it is really a pleasure to put them on.  
Yours truly, EMILY HASTINGS.



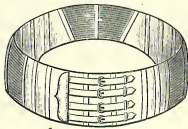
Made to order from 21/-



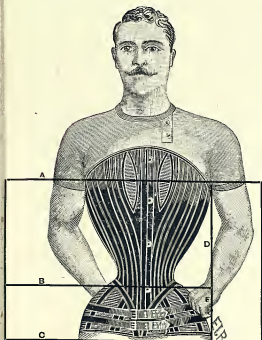
No. 1—THE HUNTING BELT.

"THE CHARM OF A WOMAN IS HER FIGURE."

CORSETS themselves do little injury, but tight lacing in badly made Corsets is the root of all evil, while a good cut stay, tightly braced, can do no harm but give ease, elegance and great comfort to the wearer.



No. 3—THE SLEEPING BELT.

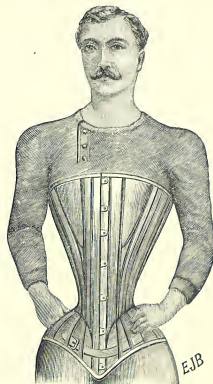


No. 4—THE "UNIVERSITY."

- A. Chest, 36 in.
- B. Waist, 24 in.
- C. Hips, 36 in.
- D. Under arm to waist, 9 in.
- E. Waist to bottom of Belt, 5 in.



INDIVIDUAL FITTING A SPECIALITY.

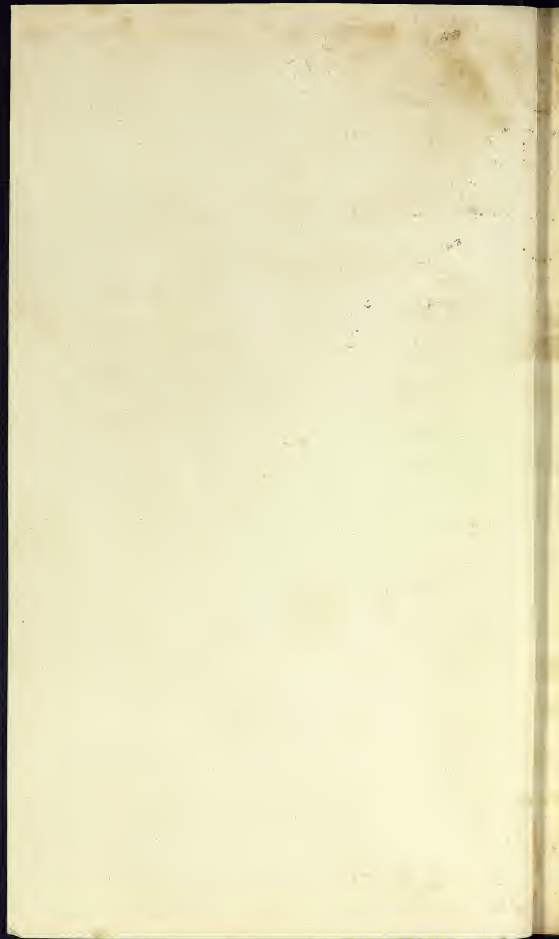


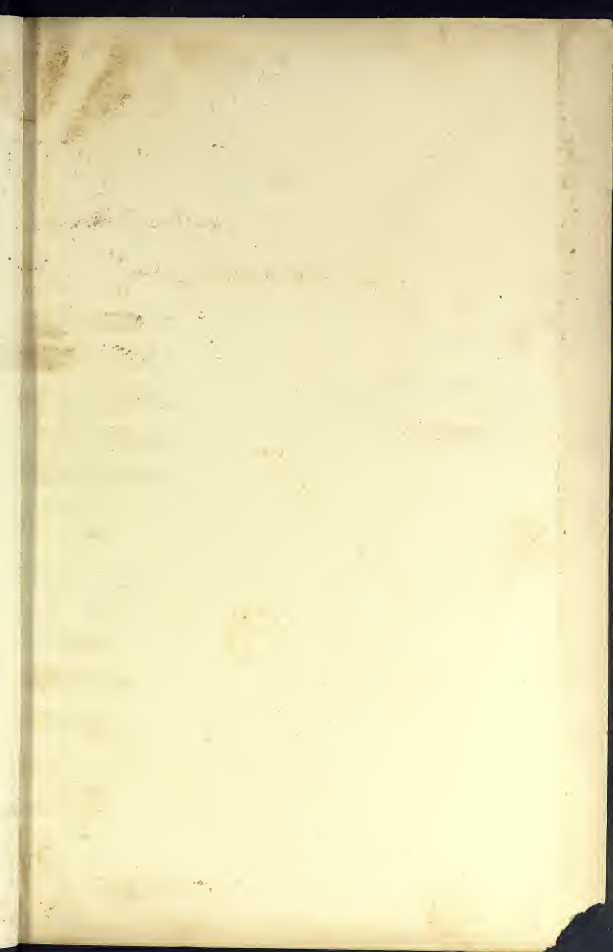
No. 6—THE CARLTON.

- No. 1—The Hunting Belt. Tan Leather, 30/-; Coutilie, with Leather Bands, from 30/-
  - No. 3—The Sleeping Belt. White and Coloured Cloths, with Elastic Gores and perforated Eyelets. The first Belt for Cultivating the Figure, from 21/-
  - No. 4—The University. A most comfortable shape for day or evening wear, made in all materials, from 35/- to 6 guineas. Most popular Belt for gentlemen inclined to obesity.
  - No. 6—The Carlton. A great favourite with military gentlemen. Silk Coutilie, from 30/-; Black and Coloured Satins, lined, from 50/-
- All these Belts are absolutely Hygienic, and can only be procured from Madame DOWDING, the Sole Inventor and Designer.
- No orders can be executed under seven days' notice. The demand for these Corsets is daily increasing, and is, indeed, a great satisfaction to the Inventor.

All Communications STRICTLY PRIVATE in Belt Department.









## CORSETS OF THE HOUR.

## At Madame

## Dowding's.

**A**N ideal corset is Madame Dowding—ideal with all figures, but positively supreme with those inclined to indulge in a too, too solid Bosh. Her treatment with the latter is without precedent, the methods she pursues being quite peculiar and individual to herself. It would scarcely be fair, however, to enter into a detailed account of these here, so let it suffice to say that all the models at Faraday House are conscientiously submitted to medical criticism ere they are passed into public property.

An immense *sexels* is attending a recent achievement in the shape of an elastic belt, the which is attached anteriorly to a well fitting pair of corsets. Any internal trouble, past or present, requiring support will find this latest Dowding departure the very greatest comfort and help—a vast improvement in every way to the old-fashioned separate abdominal belt. In fact, a similar addition will in future, if desired, be supplied to the famed "Maternity" corset, with results that cannot fail to prove of a highly beneficial order. But for redeeming a figure lost to its first elegant lines and undisturbed there is no one of a truth to beat Madame Dowding, and the greatest marvel of it all is that she brings comfort along with contour.

Expressly designed for a figure verging on *subpoint* is the corset depicted, this being just a trifle higher than the ordinary low cut of the hour, the deep, soft hip-pieces serving at once to restrain the exuberance of a too-pronounced firm, while they equally tend to accentuate a lack of curves. Sharpness is the "Calais" engraven on Madame Dowding's heart, though long may she live to exploit its meaning to us, at Faraday House, 8 and 10, Charing Cross Road.

Copyright Louis Fels  
EMBONPOINT CORSET.  
From Madame Dowding's.



THE LADIES' FIELD

October 8th, 1904

**Foot.**—Madame Dowding, Faraday House, Charing Cross Road, W.C., makes a speciality of straight-fronted corsets from a guinea, and the shape is perfect. If possible, however, you should go and be fitted, as it is so important, and I believe that she would, by your so doing, be able to considerably improve your figure, as she is exceedingly clever. Yes, *sexels* are still panted and gathered on the hips, but only the very slim should wear them. You will see others equally fashionable illustrated in these pages, and next week is our Autumn Fashionable number, in which all the leading modes will be illustrated.

# The Gentlewoman

The Illustrated Weekly Journal for Gentlewomen.

No. 692.—Vol. XXVII.  
Registered as a Newspaper in  
transmission in the United Kingdom.

Saturday, October 10, 1903.

Price One Shilling.  
By post 1s. 6d.  
All Copyrights reserved.

## At Madame Dowding's.

THE eternal war which woman wages against a tendency to embonpoint is one with which we can fully sympathise. Strenuous is the death of romance. Did ever a "fat" heroine in book or play claim sympathy? We must be slight—not thin, that is disastrous, too. Just plump enough to have an outline of curves and just willowy enough to be graceful. Yes, you say, but how can it be done? We have tried all manner of ways to avoid an increase of flesh, but all with no result. Then let me tell you. Do not try any more; put yourself unreservedly in Madame Dowding's hands. Let her fit you with one of her corsets. It is Madame Dowding's purpose in life to reduce figures, and she does it in such a wonderful way, without the slightest pressure or contraction, that after her treatment one almost wonders how the difference came about. But unquestionably the difference is there, and if you want to know how it is done you must go to Faraday House, 8 and 10, Charing Cross Road, and tell Madame Dowding of your difficulty. If you are too stout she will make you slimmer; if you are too thin she will give you the required fullness. Everyone has individual attributes, and this clever corsetière has the sanction of the medical profession on the methods she employs to give us all Venus-like proportions. Madame Dowding makes a speciality of corsets with supports for any internal trouble, and supplies a number of doctors and hospitals. And now apart from the practical side of these corsets they are made in the prettiest materials, hand-painted and otherwise, and a novelty Madame Dowding is just bringing out is a low cut corset for evening wear, made with a detachable upper part in the same material, for wearing with a blouse or coat. Invaluable this for a day visit to town.

♦ ♦ ♦ ♦

# Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal

## Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

THURSDAY, OCTOBER 15, 1913.

### THE ORIGIN OF CORSETS.

To the Editor of the "Daily Mail."

Sir.—Confiding the waist by means of belts and bandages has been practiced from the earliest civilization and also by some savage tribes.

The corset in anything like its present shape was first introduced into England towards the end of the sixteenth century by the Normans in the form of a day made of leather applied to the body and fastened with a lace in front. They were afterwards made of stout canvas stitched with thin strips of linnecloth and lined behind, at the time they appear to have been only worn by men.

Slips began to be adopted into general use by ladies in the time of Elizabeth. In those days they must have been fairly ill-fitting to wear, being made of stiff, heavy material and secured all round. E. H.

## Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

SATURDAY, NOVEMBER 7, 1913.

### Corsets and Corsets.

If women were not brave they would never face the dangers with which they are constantly threatened by doctors and others. There have been those who would have frightened them out of their corsets; others have predicted blindness from the use of spotted veils, pneumonia, by this time, would have decimated the female population if all the prophesies concerning the flu had been fulfilled. Still, women fearlessly follow fashion.—World.

## Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

SATURDAY, OCTOBER 17, 1913.

### ORIGIN OF CORSETS.

To the Editor of the "Daily Mail."

Sir.—In answer to the inquiries of your correspondents, I always indicated that Eborac, the Countess of Leicester, was the first woman to wear corsets in England, A. D. 1265.

I am not quite certain about King Henry III. of France. It was quite a craze with the dandy King Henry III. and, judging from an old French picture of the Countess, her thoroughly enjoyed tight-lacing. Sir. De Bowring, Barclay House, Charing Cross.

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

TUESDAY, OCTOBER 22, 1913.

### IS TIGHT-LACING AN EVIL?

To the Editor of the "Daily Mail."

Sir.—The interesting letters on corsets which have recently appeared in your columns serve to show the interest which is taken in this article of feminine dress and "beautification."

The small woman, which gives to its possessor an "indolent air," is likely to become again fashionable now that these modes are being designed, but one doubts whether the modern woman girl who has cultivated a "sack-laced-in-the-middle" type of waist will ever succeed in attaining the elegance of their mothers and grandmothers of the '60's and '70's.

In fact, those persons who save elegantly trained figures, which if they did not rival almost exactly in appearance the waists of the Court of Catherine de Medici. Corsets of that period were in the Chazy and other manners which condense their power that 18½, or 14½, was no impossible size for the feminine waist to be laced to.

A friend has several letters of starts belonging to her grandmother and mother which allowed a waist measurement of but 18½, and yet their wearers were active, elegant women; and in the one case lived to the age of seventy-three and had five or six children who lived to a great age; and the other lived to sixty-eight and had no fewer than nine children, seven of whom survived her.

In the face of these facts it is impossible to believe that even tightly-laced corsets are the evil producing articles people would have us believe. LACRANUS J. JONES.

## Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

WEDNESDAY, OCTOBER 23, 1913.

### IS TIGHT-LACING AN EVIL?

To the Editor of the "Daily Mail."

Sir.—Mrs. Fines could be more convincing if she mentioned the height of the ladies who wore 14½. waist.

In an old book on tight-lacing I have read the complaint of a girl whose waist was only 18½, round, but being only 5 ft. 5 in. high, no one noticed it as small, whereas her sister, a foot taller, was considered to have a very good figure with a 24½. waist.

My friends who see their sleek ready-made goods will tell you how much taller women are now than they used to be, and the apparent size of the waist depends on the proportion and roundness. The smallest-looking waist I have ever seen was 18½, round, but no one would believe this other till it was measured before my eyes.

A correspondent told me she had made 16½, stays for a lady who did not lace in the least, but was naturally so small and slight, and a friend of my own, a most energetic woman-journalist, could, if she chose, wear 16½, stays and hardly feel them tight. It is obvious, then, a woman could squeeze herself into 14½, stays without much injury to health, but she remains as a exception to be admired, not imitated.

JILLIE WHEAT GRANDMAMA.

## Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

MONDAY, NOVEMBER 2, 1913.

### CORSETS AND "LITTLE MARY."

To the Editor of the "Daily Mail."

Sir.—It is strange that the custom of wearing corsets by men ever died out, when they continue greatly to a graceful appearance, are comfortable and are in fact healthy, inasmuch as they prevent over-eating, which is so prevalent at present. BRADEN.

## Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

WEDNESDAY, NOVEMBER 4, 1913.

### TIGHT LACING.

To the Editor of the "Daily Mail."

Sir.—I should like to ask the advocates of small waists that if the beautiful dressed which is hideous when nude.

The waist should be at least twice the size of the throat, therefore the waist is square, the throat fast to speak of bust, hips, shoulders, arms should be squared also. Let them try it and see how they like it.

I believe the Venus de Medici is 5 ft. 5 in. in height and the waist 20 in.

ARMOUR OF A SWEDISH PRINCE.

## Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

MONDAY, NOVEMBER 9, 1913.

### TIGHT-LACING.

To the Editor of the "Daily Mail."

Sir.—I have read with interest the letters upon the above subject which you have published, especially that from "Sobolev" in Friday's paper. If, as she states, she suffered agonies, it is probable that she was tight-laced to the size she mentions so suddenly, and that her corsets were not of the best type or were not made for her.

Take my own case. I left a fashionable school about ten months ago with a waist of 17½. Ten years were taken to reduce it to this from 24½. I certainly never entered "agonies"; I am, however, by no means naturally slight, as you say. I am 5 ft. 5 in. in height, but 24½, hips 34½. On occasion (when leaving school) I have laced into linen corsets, and worn them for hours without inconvenience, allowing for stretching the give me a waist a trifle smaller than "Sobolev's."

A girl friend of mine is fully an inch smaller; and my corset-maker in town showed me some 24½, corsets the other day when she had just made for a young lady. She says that small waists will soon again become a necessary distinction for well-dressed and fashionable women. DR. BROWNE.

# Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

TUESDAY, NOVEMBER 1, 1903.

## WICKEDNESS OF TIGHT LACING.

To the Editor of the "Daily Mail."

Sir,—If the principal of the girls' school to which "Schoelglitz" unfortunately belongs could see only the frightful grooves and marks made upon the surface of the liver through prodding and pressure of tight lacing, I fancy she would tremble in her shoes with a sense of criminal culpability.

This innocent victim, whether under a burning sun or of arctic intensity and violation of the Love of Nature, will not fall, I am sure, to the sympathy of all healthy Englishwomen.

An M.D., via Lancashire or Hereford.

# Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

SATURDAY, NOVEMBER 7, 1903.

## TIGHT LACING.

To the Editor of the "Daily Mail."

Sir,—In answer to your correspondent "M.D." there is only one reply.

If tight lacing is so injurious, why do physicians allow their girls to indulge in it? One of my clients (a well-known doctor's wife) has worn a thin corset for the last forty years. She enjoys perfect health, and her husband is proud of her figure.

It is really a great pity that some ladies do not pay more attention to their figures and general appearance. They should bear in mind that the greater attraction at home instead of the medical profession so frequently seen from the old-fashioned houses, Charing Cross-road.

# The Star

FOUNDED 17 JANUARY 1868.

Telephone-Editor: 221 Holborn.

Advt. 225 1/2 St. Mark.

OFFICES: STONECUTTER-ST., E.C.

It is surprising to me to observe, says Miss Rachel Dorell, in a morning paper, why do physicians allow their girls to indulge in it? How are they to prevent it? "Physician heal thyself" is a world-old piece of irony, but "Physician, heal thy wife," is simply an unnecessary demand.

# Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

TUESDAY, NOVEMBER 10, 1903.

## TIGHT LACING.

To the Editor of the "Daily Mail."

Sir,—As no one seems able to answer the queries I see do so nowadays. Even Miss Dorell only quotes one instance of it, and a leading medical expert to know.

I was brought up to consider it an evil, and indeed persisted in it up to a good corset, and with the assistance of a pair of well-cut stays and a firm-waisted maid I have gradually reduced my waist to 24 in. I have suffered no ill effects, and but for a little discomfort at those I can honestly say I feel as well as when I was practically staid.

I did not know schools existed now for figure training, or I would have sent my young sister to one. As it is, I reprinted her figure myself, so complicated have I become that the improvement in once appearance is well worth the trouble and slight discomfort caused by tight lacing.

F. W. R.



It has been quite an unpleasant surprise to see so many silly letters to the papers denouncing the foolish and ugly custom of tight-lacing. I thought that in these enlightened days such letters were quite things of the past. They do not belong to the modern fashion, which is in favour of being comfortable and natural; to keep slim as long as possible by exercise, and when that is no longer possible to disguise a too substantial form by the trimming, cut, and flowing lines of dress and mantle—not by squeezing into tight clothes, which has the contrary effect and makes the stout look stouter.

**Small Waists.** It is very desirable that a girl's waist should be proportioned to her appearance of moderation does not depend on the exact size, but on the general lines and proportions. Happily, the admirer of the old-fashioned "hour-glass" waist are strictly in the minority and are probably not Londoners. The waist-wear is a rather provincial idea. **BLAINE.**

# Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

SATURDAY, NOVEMBER 14, 1903.

## Tight-lacing.

Two things seem to be indicated by the letters on tight-lacing which have recently appeared in our correspondence column.

The first is that public opinion is being gradually educated into a revolt against what is always an unnecessary, and is often an extremely harmful, fashion. The second is that practice seems to be still lagging so far behind precept that tight-lacing is still so prevalent as to be a menace to the physique and hygiene of the community. We imagine that the letter of "A Schoelglitz," in which she described how she and some of her companions were made to sleep in corsets laced to the point of torture, came as a rather ugly shock to our readers; but for one girl who thus suffers and complains, how many may there not be who suffer without complaint, or who do not even suffer until in later life they are overtaken by some of these distressing maladies which, so physicians assure us, are on the increase among the women of this country?

On the hygienic side, indeed, there is no room for doubt. One of our correspondents, a doctor of medicine, pointed out the shocking result of the practice as shown by grooves impressed on the liver, and there are many painful and repulsive diseases which doctors are unanimous in tracing to the tight-lacing habit. The argument that many women who have had abnormally small waists have also been healthy and long-lived is, of course, no real evidence; it is purely negative.

There may be some women who do not recognize the obligations of hygiene, and to whom grounds of health are passed in vain. Surely, however, they will be moved by the reflection that abnormally small waists are nearly always ugly and offensive to an eye which is artistically educated and which is not perverted by fashion. No doubt the modern corset is less dangerous than those of an older fashion, but leaders of fashion would do well to consider whether, if this article of dress cannot be abolished altogether, it could not at least be so modified as to free it from its present serious and unavoidable reproach.

# Daily Mail

Daily Circulation Five Times as Large as That of Any Penny London Morning Journal.

MONDAY, NOVEMBER 16, 1903.

## TIGHT-LACING.

To the Editor of the "Daily Mail."

Sir,—As an artist of thirty years' practice in figure painting, I can say that the corset is a real abomination, and has been discarded by great numbers of lady artists, students, and the best models.

It is well known (though twenty years ago it was not so) that female models use either nothing in the way of corsets or very light ones only, so as to avoid distortion of the figure.

I have frequently seen the real effects of lacing in a band of six or eight inches wide round the waist, grooved in reproduction of the folds of the clothing and very real, looking far worse on the unadorned figure.

No amount of argument can convince one that this is either natural, healthy, or beautiful; therefore it must be condemned. **AN ART.**



# The Daily Mirror

No. 19.

Registered at the G. P. O.  
as a Newspaper.

MONDAY, NOVEMBER 23, 1903.

One Penn

Thursday, Dec. 17, 1903.

## Madame DOWDING



White Corsets, 20/-; Silk Corsets, 22/6. See in Head  
Sib, 3 Gros. Sizes kept in stock in all shades from 18 to 24  
in. The New Straight-lined Corsets from 21/-  
FARADAY HOUSE, 8 and 10, Charing Cross Road.

THURSDAY, SEPTEMBER 15, 1904.

## ROUND THE SHOPS.

### WHAT TO BUY AND WHERE TO BUY IT.

First and foremost let us pay attention to that most important of personages our corset, who at this moment of our excess is a real boon to our appearance, and possesses the power of either making or marring the beauty of our gowns' appearance. In no hands was the subject of corsets better more safely placed than in those of Madame Dowding, of Charing Cross-road, close to the Garrick Theatre.

Madame Dowding has named the Continent over—from Paris to Vienna and Monte Carlo—for inspiration, and her new "Elite" Corset, which is the pattern above all other to choose now as the foundation of the smart toilettes of the autumn months, is the result. And how more than usually important it is that a good way should be worn now. Never have our fashions more definitely and quickly changed than they have during the last two or three months. They demand the small waist, the graceful, litesome figure, the elegant carriage and perfect department of the early Victorian period and those that preceded it, and these so subtle can possibly afford that is not supported by and fitted upon a good corset.

## FOR THE WHOLE WORLD OF WOMEN.

It were superfluous at this time of day to defend or fight in any way for the acceptance of the corset built in accordance with the dictates of La Mode. For at last the modiste and corsetier have agreed to work in strictest alliance, and that which the former ordains in matter of outline, the latter immediately achieves, the whole essence of elegant success resting on the perfect corset.

Nor is there a corsetier in our midst more deeply imbued by the importance of these shifting tactics than Madame Dowding, Faraday House, Charing Cross-road, who has quite recently brought out a new model, expressly designed to meet the exigencies of the long-padded bodice. A revival of the early Victorian period, Madame Dowding has christened, with delightfully characteristic humour, this latest child of her imagination the Mary Ann.

And it matters not to this skilled creator of the corset of the moment whether the figure she has to treat be slender or stout, since she is as successful in fictitiously achieving an appearance of rounded proportions as in spurning away superfluous adipose deposit—the bugbear of so many women in these times of luxurious and high living. The methods she pursues are quite peculiar to herself, and these she practically and personally demonstrates in every individual customer, with results which immediately account for the immense clientele she has gathered about her.

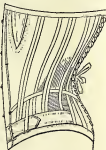
# Stanley Dowding

Gentlemen's Corset  
and Belt Specialist,

(ALL COMMUNICATIONS IN PLAIN ENVELOPE).

## The Ritz.

A CERTAIN CURE  
FOR OBESITY.  
In Plain Corset, 25/-  
In Nivona " " 25/-  
In Bracho Corset, 42/-  
In S. R. Corset or  
Satin, Hood Silk 32/6



THE RITZ.

(A GREAT FAVORITE WITH MILITARY GENTLEMEN).

When ordering by post, kindly send measurements for chest, waist, hips, & length of corset required.

All orders must be accompanied with a remittance or trade reference.

Write for Catalogue. Telephone, 2664 Central.

17, CHARING CROSS RD.

(OPPOSITE GARRICK THEATRE).



# The Daily Mirror.

23rd Day of Year. Thursday, Nov. 19, 1903. 42 days to Dec. 31.

## Madame DOWDING.

The DOWDINGIAN (Regd.)

"LITTLE MARY ANNE."



THIS PRETTY CORSET MADE TO ORDER IN ALL MATERIALS  
From 2s. to 6 Guineas.

Silk Skirts to Match, from 30s.

THE STRAIGHT-FRONTED, in White Coutilie with Real Whalebone, 21s.

GENTLEMEN'S BELTS and CORSETS a Speciality.

*(All communications to Belt Department strictly confidential.)*

**Madame DOWDING, Corsetiere, 8 & 10, Charing Cross Road.**

*(Opposite the National Gallery, Trafalgar Square.)*

# COUNTRY LIFE

VOL. XIV.—No. 341

REGISTERED AT THE  
G.P.O. AS A NEWSPAPER

SATURDAY, JULY 18th, 1903.

PRINTED AND PUBLISHED  
BY HERBERT J. POPE

## COUNTRY LIFE.

Oct. 8th, 1904.



Prof wneuthurw Brau-gonglas.

(DAN HAWED DECEMNOLAC GHOSSAL)

"Koyena Fuch"

FIG. 21. — 6 GILLESPIE.

A complete set of Corsets, and a supply of Matching Drawings, Corsets, and an order prepared by the British Association of the Day for  
**STOOPING, INDIGESTION, and OBESITY,**  
which can be relieved without the slightest inconvenience. Also issued at  
the same cost from the office of the British Association.

**DR. J. G. S. GILLESPIE, Corseteer,  
6 and 10, CHATING CROSS ROAD,  
Opposite the British Library, Finsbury Square,  
Gentlemen's Robes and Corsets a Specialty.  
All communications to this Department should be addressed to**

I was having a long and interesting chat the other day with Mme. Dowding of Faraday House, Charing Cross Road, whose judgment and opinions on all matters pertaining to form and symmetry come second to none. For the moment I chanced to be interested in a slender cut, and Mme. Dowding deluged me with wrinkles for achieving form. She has memorable methods whereby to disguise that ugly thick through appearance, the unhappy fate of so many thin women, and she it is, undoubtedly, who directly pioneered the low-cut corset, thereby permitting the top part of the figure perfect freedom for growth, and the ultimate attainment of a becoming breadth. This end, of course, has been of very gradual evolution, the evil worked by those terrible corsets, which were carried in uncompromising stiffness almost up to the throat, having lived to tell a sorry tale: indeed, an irremediable one, in many cases, revealed by an unsightly flatness above the waist, and an equally unfortunate protuberance below. On consideration, though, I feel perhaps I must withdraw the word irremediable when discussing matters with this chatelaine of Faraday House, since nothing is more completely gratifying to Mme. Dowding than to fight and conquer apparently hopeless defects. And if aught else were needed, the English stage stands a living monument to her great skill, nearly all the leading actresses reposing absolute faith in her fine intuition, backed by her years of experience.



## A CHAT ABOUT CORSETS

### AT MADAME DOWDING'S.

The eminent desirability of *Cross Road* corsets has become so well known among women in general that they require no words of recommendation to support them. I have known people reduced to the last depths of despair in the matter of their figures who have been restored to a state of supreme satisfaction generally by the timely aid of this most knowledgeable of *corsettes*. This real benefactress, with a view to studies each individual figure, with the result that all who come to her for advice are "suited" in the widest sense of the term. In a case of this opinion there is no more attractive corset than the "Dowdington Up-to-Date" (registered), which is cut sufficiently low below the waist to give the line where the stays terminate all round, so that it is from 2½ to 6 guineas, while there is another line which particularly commends itself to the notice of those who are endowed with a slight figure, and which goes by the name of the "Dowdington Chic" (registered), the price being anything from 2½ to 6½ guineas. With the fact that the sizes from 16in. to 32in. are kept in stock at all times, of the characteristic, and ample spring on the hips and at the back, by means of her anatomical corsets, which, while firmly binding the figure, give increased comfort in breathing and entire freedom for every organ and muscle, for the simple reason that the former are relegated to their proper places and allowed then to pursue their functions unimpeded. But as there is nothing like having a thoroughly expert opinion, I should advise you to pay a visit to Madame Dowding's on the earliest opportunity.



COPYRIGHT LADIES' FIELD  
FROM MADAME  
DOWDING'S.

# The Pelican.

A JOURNAL OF TO-DAY.

EDITED BY FRANK M. BOYD.

"Prap sit you down, for now we sit to chat."

No. 852—Vol. XXXII

(Published as a  
Newspaper.)

SATURDAY DEC. 19, 1903.

Given to the owner ONE PENNY,  
Lond. E.C.

## MADAME DOWDING.



THIS PRETTY CORSET  
MADE TO ORDER IN  
ALL MATERIALS . . .

From 21s. to 6 Guineas.

881c 5142r to Match, front 300.

THE STRAIGHT-FRONTED, in White Cordelle with Real Whalebone, the

GENTLEMEN'S BELTS AND CORSETS a Speciality.

(All communications to Bell Department strictly confidential.)

**MADAME DOWDING, Corsetiers,**  
8 & 10, Charing Cross Road (Opposite the National Gallery,  
Traffalgar Square).

## FROM THE LADY HEATHER.

SOME OF THE ADVANTAGES OF TOWN.—FASHION'S  
FREAKS.—WITH PROCKS AND FIGURES.—A NEW  
CORSET.—FOR THE BENEFIT OF LITTLE MARY.

Very well, then. But, of course, if one is to have one's hips covered by one's stays, a new corset is necessary to take the place of those we have been wearing, cut off sharp at the waist; and so, to find out exactly how the land lies and what the new corsets are to be like, I bled me to Madame Dowding's place at Faraday House, Charing Cross Road, next door to the Garrick Theatre, and there the Arch-Stay-Maker showed me her newly-designed corset which she calls the "Mary-Anne," because, as she says, the wearer of it will exhibit no "Little Mary" at all to speak of; and, indeed, the new stays seem built very cleverly to conceal things which are better out of sight or made as little of as possible, and to reveal and accentuate one's good points.

Certainly for women who are just a trifle stouter than they quite think they ought to be, I strongly recommend the "Mary Anne," and advise them to call on Madame Dowding and be shown it for themselves.

And now, as I am at the end of my space, with all love, believe me,

Yours ever, HEATHER.



# CHIC



A High-class Illustrated Ladies' Paper.

No. 95—Vol. VIII.

SATURDAY, DECEMBER 12, 1903.

PUBLISHED  
By Post, 41d.



THE "MARY-ANNE."

#### AT MADAME DOWDING'S.

A NEW corset! Just look at the sketch above. Its creator, Madame Dowding, we all know, and such is her reputation, that only the lazes and smartest of corsets can emanate from her salons, and also something we have met with in no other place. Well, we may content ourselves and all immediately invest in the Dowdian "Mary-Anne," for thus humorously has Madame Dowding named her latest creation.

This new corset is especially built for the requirements of our dressmaker, who pronounces the fust fashion, and this clever corsetiere has immediately fallen to and has built according to our requirements. The "Mary-Anne" is made with short hips, long hips, high or low; for Madame Dowding insists on fitting each and every one of her *clienteles* personally, and inserts a gusset here or takes a nip in just there, as she considers the figure requires, and she is so clever in her art that by looking at one's figure she immediately knows where to lessen the proportions of the prodigious and how to add to the too slightly built.

The "Mary-Anne" ranges in price from 30s. upwards and will, no doubt, make a splendid up-to-date addition to Madame Dowding's already long list. Nor must we forget that for the unguaily, Madame Dowding is really a benefactress, for she can design away a rounded back without difficulty, and in all cases her advice on corsets is a great and valuable help. I must add, her counsel is given with all charm and graciousness, and, of course, free, whether one purchases or not. Again, in maternity corsets, Madame

Dowding is known as the pioneer of all that is safe and comfortable, and by wearing her especial corset one greatly improves the figure both at the time and after its requirement.

More than is also looked after in the most careful way. Madame Dowding's reputation for the male corset is known all over the world, and her letters of enquires from different countries would comfortably fit a good-sized album.

Faraday House, Charing Cross Road, is the home of Madame Dowding's creations.

#### DOWDING.

A CORSETIERE famed for skill in manipulating her art, not only to the latest achievement of fashion's fancies, but also to the comfort and smartness of all her *clienteles* is Madame Dowding.

Always previous in cultivating the latest ideas, she is ready with an up-to-date corset the same moment Dame Fashion decrees any alteration in our dress, and Dame Fashion is an arbitrary person whose law must be obeyed when one wishes to be excellently attired.

# LA NOUVELLE MODE

AGENCE ANGLAISE

W. T. HAYCOCK & SONS Ltd, "Nell-Gwyn" House  
69-70, Dean Street Shaftesbury Avenue  
LONDON W.

AGENCE FRANÇAISE

5, Boulevard des Capucines, 5  
Près la Place de l'Opéra  
PARIS

## MADAME DOWDING, Corsetiere.

THE DOWDINIAN  
Regd.

"LITTLE MARY ANNE"



THIS PRETTY CORSET MADE TO  
ORDER IN ALL MATERIALS.

Price 22s. to 6 Guineas.

SILK SUEDE TO MATCH, from 30s.

THE STRAIGHT FRONTED, in White  
Cordelle with Rose Valenciennes.

21s.

GENTLEMEN'S BELTS AND CORSETS A SPECIALITY.

(All measurements in feet, measurements strictly confidential.)  
8 & 10, Charing Cross Rd. (Opposite the National Gallery,  
in Charing Square)

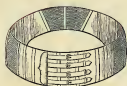
UNDER ROYAL AND DISTINGUISHED PATRONAGE.

# MADAME DOWDING,

The Leading Corsetiere,

8 & 10, CHANCERY CROSS ROAD, W.C.

(Opposite National Gallery, Trafalgar Square).



No. 5.—

**The SLEEPING BELT.**

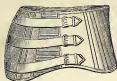
White and Coloured Cloths, with elastic and perforated eyelets.

The Finest Belt for cultivating the Figure.

From 21/-



No. 1—The **CARLTON.**



No. 4.—

**The GOLF BELT.**

Tan Leather, 30/-

Coutille, with Leather Bands, from 30/-



No. 2—The **DON**

**MEASUREMENTS**

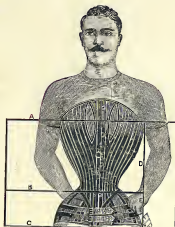
OF THE  
"UNIVERSITY."

- A.—Chest, 36 in.
  - B.—Waist, 24 in.
  - C.—Hips, 36 in.
  - D.—Under arm to waist, 9 in.
  - E.—Waist to bottom of Belt, 8 in.
- Height.

**THESE BELTS**

are absolutely Hygienic, and can only be procured from

**MADAM DOWDING,**  
the Sole Inventor and Designer.



No. 3—The **UNIVERSITY**

- No. 1.—The **CARLTON.** A great favourite with Military Gentlemen. Silk Coutille, from 30/-; Black and Coloured Satins, lined from 50/-.
- No. 2.—The **DON.** White Kid, 30/-; Tan Leather, 35/-, and White Silk Coutille with Kid Straps from 38/-.
- No. 3.—The **UNIVERSITY.** The Latest Invention of Madam Dowding. Made to Order from 2½ Guineas, in Silk Coutille, Satin and perforated, Kharki, double net thread, strapped with tan leather.





# CHIC



IX.

SATURDAY, MAY 14, 1904.



MADAME DOWDING'S LATEST CREATION, THE "WINNER."  
Price from 21/- to 6 Guineas

### AT MME. DOWDING'S.

It is now a generally acknowledged fact that no woman can be well governed who is not well corseted. No matter how smart the frock, it will not set well if badly fitting stays are worn, and it does not do to choose these most important articles haphazard; care must be taken that the figure is properly fitted, or ill-health may be the result of pressure on the wrong parts of the body.

To those women who wish to have perfectly fitting corsets combined with perfect comfort, I say, go to Mme. Dowding, as in all that appertains to the art of the corsetiere she is an authority. For many years now she has studied the figure, and can tell in a minute the style of corset to suit each client, with the result that she never fails in improving the figure and giving satisfaction. When I saw her the other day, Mme. Dowding had just returned from the South of France, where she had been to see the newest style of corset, and her clients may rest assured if Mme. Dowding tells them that such is the newest corset, it is so.

The illustration shown above must certainly be described as *chic*, representing as it does Mme. Dowding's newest corset, which she calls "The Winner." This she can make from one to six guineas, according to the materials used. Maternity corsets are a speciality, and Mme. Dowding is also successful in making for young girls suffering from rounded shoulders or curvature of the spine, as all her corsets are cut on hygienic principles.

Those who wear the "Dowdian" corset for the first time will be surprised at the rapid improvement in their figure, and once worn, I can assure them that they will wear no other. Mme. Dowding makes corsets that are especially adapted to the requirements of stout figures, which will in a short time ensure a slim and graceful effect.

At 2, Charing Cross Road, I also saw some very lovely *jeupes*, which are made in silk or brocade to match the corsets. Each skirt is well cut and beautifully trimmed with lace and ribbons.

"The Pelican."

PUBLISHED EVERY WEDNESDAY (dated for Saturday).

Editorial, Publishing or Advertising Offices—

10 & 11, FETTER LANE, E.C.

LONDON 6<sup>th</sup> May 1904

Dear Madame Dowding,

Je me réjouis

si tempé!

If I was not a married  
- man I ask you for  
the original address.

Yours sincerely  
Rudolf Engel

# The Pelican.

EDITED BY FRANK M. BOYD,  
A JOURNAL OF TO-DAY.

## MADAME DOWDING.

THE "ELITÉ."



From 2s. to 6 Guineas.

with Skirts to Match.

THE STRAIGHT-FRONTED, in White Castile with Real Whalebone, 2s.

GENTLEMEN'S BELTS AND CORSETS a Speciality.

*(All measurements in Belt Department strictly confidential.)*

**MADAME DOWDING, Corsetiers,**

8 & 10, Charing Cross Road (Opposite the National Gallery,  
Trafalgar Square).

Have you seen the *Elité* corset which Madame Dowding has introduced? You get a good idea from the drawing of the charming little lady wearing the garments in Madame Dowding's announcement on page 14 of what it is like. Obviously this well-corseted young lady is on the top rung of the ladder of fashion.

## TWO MORE WEEKS!

OUR BIG COMPETITION TO FIND OUT "THE SMARTEST LADIES OF THE SEASON" NEARING ITS END.

*If any difficulty is experienced in procuring such copies of THE PELICAN as you require, all you have to do is to write to the Manager of THE PELICAN, 10 and 11, Fetter Lane, London, E.C., enclosing a remittance, and he will supply you with as many as you want at a penny a time, and please recollect that the coupons sent in need not be those of the current week. Those of any week during the Competition will do.*

All things have a finish. Even our Competition has to end two weeks from now, for the poll closes on Tuesday, June 21st, at mid-day, and the result will be declared in our issue of next day. Those who are wise will not, however, wait till the end, but will vote now. At the end there is bound to be a difficulty in getting copies; there always has been in our former Competitions; therefore be or she who is specially sensible will order them now.

All that voters have to do is to fill up the coupon which appears on page 2 of the cover with the name of the lady they desire to win, cut it out, and post it to—

THE MANAGER,  
COMPETITION DEPARTMENT,  
THE PELICAN OFFICES,  
10 AND 11, FETTER LANE,  
LONDON, E.C.

*Be sure the words PELICAN OFFICES are put on the address at these or other newspaper offices in the building.*

As many coupons may be sent as the sender likes, and the lady's name need only be written on the top one and we shall understand the rest are meant for the same name. All votes received up till Tuesday at mid-day will be credited in next day's issue. Those coming later will be carried forward to the following week's list.

If you have any difficulty in procuring all the copies you require you need only write to the Manager of THE PELICAN enclosing a remittance at the rate of one penny per copy, and he will forward as many PELICANS as you want.

### Coupons of any week will do.

The decision of the Editor of THE PELICAN must be accepted as final upon all points.

The FIRST PRIZE consists of a very beautiful diamond and turquoise cluster and wings, with a turquoise-shell comb. In addition to being worn in the hair the diamond wings can be worn as two separate brooches. Further than this, the free prize includes a fine diamond and turquoise flexible Clarb bracelet. This double prize has been made for us by the well-known Jewellers, Messrs. Silvester and Company, 63 and 65, Orchard Street, Oxford Street, who will be pleased to show it to any PELICAN reader who calls at their establishment.

The SECOND PRIZE is a very handsome polished oak special cabinet of solid silver spoons and forks and things of Rat-tail pattern—17 pieces in all, and like the first prize it has been specially made for us by Messrs. Silvester and Co.

Our THIRD PRIZE is a very smart "Fay" cart, fitted with improved shafts, lamps, rubber mats complete, which has been specially built for us by Messrs. James Bilgh and Son, of 117, Long Acre and Runnymede.

The FOURTH PRIZE consists of a very fine and large Gramophone made for us by the Gramophone and Typewriter, Ltd., of 21, City Road. It is a specially fine gramophone, and its price is £25.

The FIFTH PRIZE is a pair of Madame Dowling's most elaborate Corsets with suspenders, petticoat, etc., to match. These are made of silk, and in a variety of ways be just as odd as possible, and may be won by ladies who call at Fursley House, Claring Cross Road (next door to the Garrick Theatre).

The SIXTH PRIZE is a hand-painted five-guinea basket of Fuller's sweets, which can be won at Messrs. Fuller's establishment in the Strand.

The SEVENTH and EIGHTH PRIZES will consist in each case of an order on Madame Florinda, of Morland House, 4, Hanover Street, for a five-guinea hat, which the winner will select for herself.

The NINTH and TENTH PRIZES are like the foregoing, two five-guinea hats which the winners will choose from the well-known catalog of Madame Joseph, of 47, New Bond Street, while

The winner of the ELEVENTH PRIZE will receive each morning for a month a cluster of beautiful flowers, which will be delivered at her address by Messrs. G. Adams and Co., of 3, New Bond Street.

The TWELFTH, THIRTEENTH, and FOURTEENTH PRIZES consist of special boxes, each containing five hundred of the very best gold-tipped cigarettes made by Messrs. H. L. Savery and Company, of 59, Piccadilly, cigarette manufacturers to the King.

This is the result of the sixth week's voting—

Mrs. B. Ewing	6117
Miss Dollie Beaufay	5831
Miss Ruth Mackay	5259
Miss Mabel Love	4819
Mrs. Barniston May	3995
Mrs. Frank Curzon	3818
Mrs. Clement Scott	3116
Miss Smetta Marsden	1997
Mrs. Harold Browne	1961
Miss Edith Neville	1961
Mrs. Outram F. Kellatt	1764
Mrs. C. Bruce Hastings	1621
Miss Gamble Clifford	1521
Miss Mammie Stuart	1471
Mrs. S. B. Joel	1254
Miss Maribel Wilson	1231
Mrs. George Cornwallis West	1227
Princess Henry of Piensa	1221
Mrs. George Dance	1124
Mrs. G. Adey Payne	1123
Mrs. Arthur Collins	1127
Mrs. Gay Clarke	1056
Duchess of Westminster	1046
Miss Birdie Sutherland	1012
Miss Marie Stuholme	1006
Madame Dowling	979
Mrs. George Keppel	922
Mrs. Michael Ring	891
Mrs. Willie James	856
Miss Alice Lloyd	827
Mrs. H. L. Savory	817
Mrs. Langtry	759
Miss Maudie Darrell	751
Miss Fannie Ward	694
Madame Florinda	699
Mrs. Ivan Caryl	656
Miss Alice Hasler	545
Miss Kitty Stewart	540
Miss Pauline Chase	522
Mrs. G. Salmon Backhouse	500
Hon. Mrs. Bobbie Beresford	358
Miss Trixie Friganza	322
Miss Caynor Rowlands	295
Miss Doris Beresford	276
Miss Blanche Brook	250
Mrs. French Brewster	246
Mrs. Claude Watney	208
Miss Kate Tyndal	206
Miss Gerlie Millar	199
Mrs. Gilbert Master	180
Miss Marie Loftus	176
Miss Edna May	172
Miss Kitty Mason	154
Mrs. William Benson	143
Miss Mabel Spencer	122
Miss Francine Dewhurst	108
Mrs. Stanley Latham	86
Mrs. George Edwardes	84
Miss Adrienne Argard	76
Miss Franche Carlo	74
Miss Gladys Fitzgerald	74
Mrs. Munroe Walker	72
Miss Gabrielle Ray	72
Miss Ethel Grace	72
Miss Nancy Herryn	72
Miss Bijou Fernandez	72
Miss Florence Lloyd	71
Miss Helen Gordon	71
Mrs. Neville T. Chamberlayne	70
Miss Luehan Collins	67
Miss Lena Emsson	61
Mrs. Nutall	59
Miss Bob Robins	54
Miss Clancy	52
Miss Maud Hillis	52
Mrs. Wilfred Forster	51
Mrs. Fred Bianchi	51

We have not space to print the immense number of names of ladies who have received under fifty votes. The record is being carefully kept, and will be added to as votes arrive.

# MADAME

The Leader

(UNDER ROYAL AND DI

"LA FRANCE."



A f

Mdme. Sarah Bernhardt  
Viscountess Falkland  
Miss Ada Reeve  
Countess de Raluc  
Lady Mary Sackville  
Mrs. Cecil Raleigh  
Miss Marie Ilington  
Countess de Almada  
Lady Wilkinson  
Miss Hilda Moody  
Lady Edwards  
Countess Russell  
Fraulein Nina Marden  
Miss Ruth Vincent  
Mrs Charles Sugden  
Mrs. Lewis Waller  
Miss Maggie May  
Countess Sponeck-Mayer  
Miss Clara Romaine  
Lady Cherry  
Lady Sylumper  
Miss Madie Hope  
Miss Hilda Hanbury  
Mrs. Banarto  
The Honble. Mrs. Sturton  
Lady Jarvis  
Miss Muriel Black  
Lady Gooch  
Mrs. Ivan Carrol  
Mrs. Hilda Moody  
Miss Jeffaries  
Miss Money Coultis  
Lady Elliott  
Miss Esme Berringer  
Miss Ruth Lytton  
Lady Jardiene  
The Honble. Mrs. Ellis  
Lady Coke  
Miss Annie Hughes

THE CHARM OF A

# MADAME DOWDING,

The Leading Corsetiere.

(UNDER ROYAL AND DISTINGUISHED PATRONAGE.)

---

"LA FRANCE."



THE "QUEEN."



THE CHARM OF A WOMAN IS HER FIGURE.

Tight Lacing in badly made Corsets is the root of all evil, while a good cut Stay, tightly braced, can do no harm, but give Ease, Elegance, and great comfort to the wearer.

Individual Fitting a Speciality.

FARADAY HOUSE, 8 & 10, CHARING CROSS ROAD.

(Opposite the National Gallery, Trafalgar Square.)



# MADAME DOWDING.

## STOUT FIGURES

can easily obtain a Straight Front below the waist by wearing  
**MADAME DOWDING'S CORSETS.**

THE "UNIQUE"



"UP-TO-DATE"



"LA FRANCE,"

"ELITE,"

"UP-TO-DATE,"

"CHIC,"

"LA BELLE,"

THE "UNIQUE,"

AND

MARY ANN."

Price from 21s. to 6 guineas.

Suits to suit any figure kept a stock from 15 inches to 36 inches.

Every Pair GUARANTEED a PERFECT FIT.

THE "MARY ANN."



The "MARY ANN" Corset is suitable alike in all figures, but especially so to those inclined to eurythoidism, as it has the effect of lengthening the waist in front, rounding the hips, and making a stout figure look comparatively slim.

### The Ladies' Field. At Dowding's.

A CLERGYMAN, with the most enviable of reputations in MADAME DOWDING'S, Faraday House, 8 and 10, CHAMING CROSS ROAD, W. There is never a whifler from La Mode that she does not wear, were a shade of difference in the matter of the correct up-to-date that does not count her by some excess or other, from whatever corner of the world it may emanate. As a matter of fact, Madame Dowding has just returned from Paris and the Riviera with her dress, the very latest fashions on the subject of corsets, and thanks to her careful study of the subject, her clients will be able to avail themselves of the results of her observations. And, mind you, it is not only correct in the matter of the style, but in the matter of the material, as you must know the exigencies of La Mode in other directions as well, so a comprehensive knowledge of dress is a sine qua non. There is not very much difference, Madame Dowding avails it to-day's styles for the improvement of the health. In any case, the little needle knows as the "Mary Ann" combines all the necessary features, and it is kindly correct in every way, so that you will do well to give it a large measure of attention. It is such a pretty little corset, giving the effect of a small waist—and, alas! deplete it as we may, we must all look as though we are small—about now-a-days. A rarer appearance at the time and on altogether more pliable and willowy figure is produced by this dainty little "Mary Ann" model, every line and curve of which is the result of the closest study on the part of the corsetiers. There is another point to which I should like to draw your attention, and that is that Madame Dowding never sacrifices hygiene to fashion at any time. Her corsets are so made that their graceful and soft forms add easy carriage, and the dainty finish of their general appearance, you will always find that they may be considered as regards respiratory and digestion, and that they pay for the highest compliment by returning to her again and again.

It is the stout women, however, who has, perhaps, the most cause to thank Madame Dowding. "When people are stout naturally they are very stout," someone once observed to me, but there is always help in giving, even for those of my sex who have to suffer from rapidly increasing bulk, and Madame Dowding's genius invariably contrives some means to give an elegant and dignified air to the stoutest of us. I speak in earnest, too, that she has the delicate petticoats imaginable to match her stays, the newest designs being in vogue—which it to be worn, even more than with this season—and having features of an interest with ribbon flowers. It is good to learn too, that her prices are always strictly moderate, and she actually makes corsets from 1 guinea.

### The Pelican.

"As you know, I pin my faith to those of MADAME DOWDING'S Corsets. So far I have found no days to find fault, and, indeed, more so. I am glad to know that my advice to my readers to try them for themselves has been widely followed. The Arab Ship-Maker showed me her newly-designed model which she calls the "Mary Ann," because, on the seas, the wearer of it will exhibit no "Lulu Mary."

"LA BELL E"



"THE CHIC."



## MADAME DOWDING

has special Corsets for Training Young Ladies Figures, guaranteed to Cure Stopping, and give freedom to every muscle. Also her Maternity Corsets, Surgical Belts & Corsets for Obesity. Recommended by the leading Physicians of the day.





## A few of Madame Dowding's Clienteles.

~\*~\*~

Mdme. Sarah Bernhardt  
 Viscountess Paikhand  
 Miss Ada Reeve  
 Countess de Balne  
 Lady Mary Sackville  
 Mrs Cecil Balogh  
 Miss Marie Ellington  
 Countess de Almada  
 Lady Wilkinson  
 Miss Hilda Moody  
 Lady Edwards  
 Countess Russell  
 Fraulein Nina Marden  
 Miss Ruth Vincent  
 Mrs Charles Sugden  
 Mrs. Lewis Walker  
 Miss Maggie May  
 Countess Spennock Mayer  
 Miss Clara Bonoinie  
 Lady Cherry  
 Lady Sylmper  
 Miss Madie Hope  
 Miss Hilda Hanbury  
 Mrs. Banarto  
 The Honble. Mrs. Stanton  
 Lady Jarvis  
 Miss Maribel Bisco  
 Lady Gooch  
 Mrs. Ivan Carrol  
 Mrs. Hilda Moody  
 Miss Jefferies  
 Miss Money Coutts  
 Lady Elliott  
 Miss Emma Harringer  
 Miss Ruth Lytton  
 Lady Jardine  
 The Honble. Mrs. Ellis  
 Lady Coke  
 Miss Annie Hughes

" Rita "  
 Mrs. George Egerton (Writer)  
 Miss Muriel Wilson  
 The Duchess Sarrmoneta  
 Dowager Marchioness of Anglesey  
 Miss Evie Green  
 Miss Kate Oulter  
 Countess de Curie  
 Lady Alexandra Carrington  
 Mrs. George Dance  
 Miss Queenie Leighton  
 Lady Ormsby  
 Lady Marjorie Wilson  
 Miss Tempest  
 Countess of Orkney  
 Miss Vera Berringer  
 Miss Lydia Thompson  
 Miss Maud Hobson  
 Miss Florence Lloyd  
 Miss Topey Sinden  
 Miss Ethel Martlock  
 Miss Frances Saville  
 Miss Constance Hides  
 Miss Eva Moez  
 Miss Kate Bishop  
 Lady Macfarlane  
 Miss Loyal Wilson  
 Mrs Birche Sutherland  
 Mrs L. Carter  
 The Hon. Mrs. Somerset  
 Miss Marie Lotius  
 Miss Maud Hoffman  
 Miss Terry  
 Lady Stuart  
 Lady Mills  
 Lady Walsley  
 The Hon. De Yarborough Bakobn  
 Lady Gooch

Madame Patti  
 Countess Kimberley  
 Miss Nancy Pries  
 Miss Florence St John  
 The Hon. Mrs. Fitzroy Stanhope  
 Lady Pollett  
 Mrs. Frank Curzon  
 Miss Margaret Frayze  
 Lady Fitzgerald  
 Lady Flancery  
 Miss Marie Lloyd  
 Countess Ciancarty  
 Miss Agnes Hewitt  
 Miss Louis Pounds  
 Mrs George Robey  
 Mrs. Leeming  
 Miss May  
 Lady Caruse  
 Countess Ivanhoff  
 Miss Audrey Ford  
 Miss Julia Mackay  
 Lady Dickson  
 Mrs. Matchelle Thompson  
 Miss Elias Des  
 Miss Danvill  
 Miss Eva Grand  
 Mrs. Theoroda Wright  
 Miss Kate Phillips  
 Miss Kate Fivim  
 Miss Helen Mar  
 Mrs. Neville  
 Lady Sykes  
 Miss Molly Sewell  
 Lady Fortan  
 Lady Robert Manners  
 Mrs. Gladstone  
 Beoness Dixon  
 Miss Julia Opp



ALHAMBRA THEATRE

The Favourite

# BADEN-BADEN

Natural Mineral Water.

Genuine from the famous Baden-Baden Springs.

At the Bars of this Theatre

CUCKOO CLOCKS,

Watches, Jewellery,

AND CLOCKS.

Camerer, Kuss & Co.,

56, NEW OXFORD STREET,

LONDON, W.C.

Established 1788.

Telephone—4861 GERRARD.

## Madam DOWDING

The Leading Corsetiere.

"LA FRANCE."

Belts and

Corsets a

Speciality.

Yes kept in

stock in all

Shades.



From

16 in.

to 38 in.

From

21/- to

8 gu.

FARADAY HOUSE, 8 & 10, CHARING CROSS ROAD.

F. W.

5  
FREE

# MERRYWEATHER'S

THREE GREAT SPECIALITIES:—

**WATER SUPPLY**  
TO MANSIONS

**FIRE PROTECTION**  
OF MANSIONS

**SAFE**  
**ELECTRIC LIGHTING**

**MERRYWEATHER'S,**  
**63, LONG ACRE, W.C.**

Madame DOWDING  
The "Dowdian"  
GIRL

**The ASCOT PET**  
THE  
Straight-fronted

Wears in which from 26-in.  
to 30-in. waist  
From 21/- to 6 guineas  
**SILK SKIRTS**  
To match.

Gentlemen's  
Belts and Corsets  
... a Speciality.

(All measurements in  
Bill Department strictly  
conscientious.)

**Madam Dowding,**  
CORSETIERE,  
8 & 10,

Charing Cross Road,  
Opposite the National Gallery,  
Twilights Square.





ALHAMBRA THEATRE.

The Favourite

# BADEN-BADEN

Natural  
Mineral Water.

Genuine from the famous Baden-Baden Springs.

At the Bars of this Theatre

CUCKOO CLOCKS,

Watches, Jewellery,  
AND  
CLOCKS.

Camerer, Kuss & Co.,  
56, NEW OXFORD STREET,  
LONDON, W.C.

Established 1798.  
Telephone—481 GERRARD.



Madam DOWDING The Leading  
Corsetiere.  
"LA FRANCE."

Belts and  
Corsets a  
Specialty.  
Zos kept in  
lock in all  
Shades.



From  
16 in.  
to 38 in.  
From  
21/- to  
6 gu.

FARADAY HOUSE, 8 & 10, CHARING CROSS ROAD.

f. w.  
S  
IRE

# MERRYWEATHER'S

THREE GREAT SPECIALITIES:—

**WATER SUPPLY**  
TO MANSIONS  
**FIRE PROTECTION**  
OF MANSIONS  
**SAFE**  
**ELECTRIC LIGHTING**

MERRYWEATHER'S.  
63, LONG ACRE, W.C.

Madame DOWDING  
The "Dowdian"  
(EMERSON)

**The ASCOT PET**  
THE  
Straight-fronted

Sizes to stock from 16 in.  
to 26 in. waist  
From 21/- to 8 guineas  
**SILK SKIRTS**  
To match.

Gentlemen's  
Belts and Corsets  
... a Specialty.

Madam Dowding,  
CORSETTIERE,  
8 & 10,  
Charing Cross Road,  
Opposite the National Gallery,  
Tottenham Square.



(All communications to  
this Department strictly  
confidential.)



# LONDON HIPPODROME,

CRANBOURN STREET, LEICESTER SQUARE, W.C.

(Designed by FRANK MATCHAM, Architect.)

Proprietors - **MOSS' EMPIRES LIMITED** (Total Capital, £1,400,000).  
 Managing Director - **Mr. H. E. MOSS**  
 General Manager - **Mr. FRANK ALLEN**

TWICE DAILY at 2 and 7-45 O'CLOCK.

## PROGRAMME.

- 1—OVERTURE
- 2—Mlle. GERTRELLA, assisted by ELSIE,  
Specialty Act, "In Cupid's Garden"
- 3—BOSWELL'S MINIATURE CIRCUS.
- 4—ALEXANDER and HUGHES Musical Comedians
- 5—PAUL COURTAULT - Novelty Jockey Act
- 6—MORRIS CRONIN AND TROUPE  
Modern Jugglers
- 7—SELECTION
- 8—SALAMONSKY - - with his Fire Horse
- 9—FRANCIS WYLIE - - Original Dog Act
- 10—MARCELINE - - - - The Doll
- 11—CARL HERTZ - - - Illusionist and Conjuror
- 12—GRIFFITHS BROTHERS  
The Favourite Burlesque Comedians
- 13—THE KELLINOS  
In their Specialty Act, "VENETIA"
- 14—NEWHOUSE AND WARD - Trick Cyclists

# 15— "SIBERIA"

A Sensational Dramatic Incident.

Adapted by W. H. RISQUE.

Music Composed and Arranged by GEORGES JACOBI.

Produced by FRANK PARKER.

INTRODUCING THE

HIPPODROME'S FAMOUS STUDD OF PLUNGING HORSES

### CAST.

General Ivanoff (Military Governor of a District in Siberia)..... Mr. CECIL MORTON YORK  
 Major Kamotsky..... Mr. CHAS. WEIR  
 Captain Orlov..... Officers of a..... Mr. DRELLINGCOURT OLDM  
 Captain Bentsch..... Regiment in the..... Mr. WINHAM CRISE  
 Lieut. Hermannoff..... Garrison Town..... Mr. T. ELLIS-BUXTON  
 Lieut. Madafsky..... Mr. ARTHUR LEIGH  
 Nikolai..... (a Soldier)..... Mr. HUGH SETON  
 Dimitri..... (a Stagh Driver)..... Mr. PHILIP STURGESS  
 Vera Ivanoff..... (the General's Sister)..... Miss MARY ALLESTREE  
 Officers, Soldiers, Citizens, Siberian Kaites, &c., &c.

Scene 1 - - - - - Cafe in Siberian Military Town  
 T. E. NEAN.  
 Scene 2 - - - - - The Road to the Mines  
 T. E. NEAN.  
 Scene 3 - - - - - The Frozen River  
 T. E. NEAN.

*N.B.—Owing to the elaborate nature of the Programme, which has to be constantly varied, it is impossible for the numbers to run consecutively.*

EQUESTRIAN AND STABE DIRECTOR - - - - - Mr. FRANK PARKER.

Acting Manager - - - - - Mr. FRED TRUSSELL.

Grand Orchestra of 50 Performers, under the Direction of Mr. CLARENCE C. CORRI.

Ring Master, Mr. OTMO TWIGG. Chief Engineer, Mr. H. W. MAWKINS.

Press Representative - Mr. HENRY W. GARRCK. Advertising Manager - Mr. FRANK ROGERS.

Private Boxes, £1 1s., £1 11s. 6d., £2 2s., £3 3s., and £4 4s. Ballo, 7/6 and 5/- Dress Circle, 5/- Grand Circle, 3/- Amphitheatre Stalls, 2/-  
 Amphitheatre, 1/- Box Office open Daily from 10 a.m. to 10 p.m. National Telephone 4018, Gerrard.

DOORS OPEN at 1-30 and 7-30 p.m. OVERTURE at 2 and 7-45 p.m. 15/8/1904



Invented  
Booklet  
Pat. Proc.

THE LIGHT-RUNNING  
**OST**  
TYPEWRITER.

See its Beautiful Work.

NEW PRODUCT, LONDON, E.C.

ICES.

**& SONS,**  
Years at 84, Strand.

10 CROSS ROAD, W.  
NEAREST TO THE ALHAMBRA.

HIGH-CLASS  
LUNCHEON ROOMS.  
EAT A SPECIALITY.

Only the finest in London

SAKS. SMOKING ROOM.  
HIGHLY RECOMMENDED.

OPEN UNTIL 11.30.

HOME INDUSTRIES.

BUY  
HUNT & MAY'S  
MATCHES.

at the East End of London.

**MADAME DOWDING**  
THE GILDED ARTISTE.  
"THE ELITE." Soloist.



Retiree and Comedian. Specialty: All circumstances and all styles of dancing on stage. Arrangement of dances. Costumes by "The Queen of Fashion," 10, St. James's Place, W. & W. 1887. Address: 10, St. James's Place, W. & W. 1887. Telephone: 10, St. James's Place, W. & W. 1887.

FARADAY HOUSE,  
8 & 10, CHARING CROSS ROAD.

**Tuller's**  
AMERICAN CONFECTIONERY.

Sole Purveyors to His Theatre,  
85, ST. PAUL'S CHURCHYARD, E.C.  
200, REGENT STREET, W.  
358, STRAND, W.C.  
119, Victoria St., S.W.  
ICE CREAM SODAS.

Telegraphic Address:—  
"NEAPOLITAN, LONDON."

**ICES & ICE PUDDINGS,**

FOR BALLS, DINNERS, &c.

Sent any distance in Refrigerating Boxes.

Address:—HORTON ICES,

86, Queen's Road, Bayswater.

of the late JOHN LANGRISH  
**THEO. MUSGROVE.**

**EN**

... MADISON SMITH  
... EVA WESTCOTT  
... SOPHIE BRADY  
... ISABEL HALL  
... EMMA FRANCIS  
... NANCY MILLS  
... RHEBA KAUFFMAN  
... FLORIDA BELLAIRE  
... JENNIE DRUSSE  
... FLORENCE BERGEEA  
... VESTA BERGEEA  
... EASTER MITCHELL  
... MAE HUNTINGTON  
... MAUDE WATKINS  
... LILLIA SMITH  
... MAHEL KENT  
... ANITA MERIK  
... ELEANORE BERGEEA  
... CHARLES SULLIVAN  
... FRANK DELAND  
... HERBERT RANSON  
... STANLEY DAMERELL

Waiters, French Maids, Waiters, etc.

Next morning.

... Mrs. Crocker and Partner Girls  
... Princess and Noble and Sonnettes  
... Princess and Sonnettes  
... Noble and Sonnettes  
... Ten, with Naval Cadets and Sonnettes  
... Princess and Chorus

Fulham, S.W.

... Mr. EDWARD JONES  
**SCAR BARRETT, Junr.**

On most open occasions. (S. Where  
ways, passages and occasions meet to  
1-1-14

# SHAFTESBURY THEATRE.

Proprietors  
Sole Lessee and Manager

SHAFTESBURY AVENUE, W.

Representatives of the late JOHN LANGCASTER  
Mr. GEO. MUSGROVE.

To-Night at 8.15, GEORGE MUSGROVE and FRANK McKEE (of New York) introduce

## HENRY W. SAVAGE'S AMERICAN COMPANY

In the Musical Comedy, in Two Acts,

# THE PRINCE OF PILSEN

Book by FRANK PIXLEY; Music by GUSTAVE LUDERS. Staged by GEORGE MARION.

Time—Present. Place—Nice, France.

CAST OF CHARACTERS.		CAST OF CHARACTERS.	
Carl Otto, the Prince of Pilsen, a student of Heidelberg, Hans Wagner, a Cincinnati brewer, travelling abroad, Lieut. Tom Wagner, of U.S. Cruiser "Annapolis" Arthur De Willoughby Rossmoss, Earl of Shrimpton, a tourist Francoise, Concierge Hotel Internationale	... HOBERT SMOCK ... JOHN W. RANSONE ... HARRY FAIRLEIGH ... VICTOR MORLEY ... SHERMAN WADE	Cook's courier, Vassar Girl's pilot Sergeant Brie, the Gendarme Jimmie, a bell boy Mrs. Madison Crocker, from New York Edith Adams, a Vassar girl Sidonie, Mrs. Crocker's French maid Nellie Wagner, Hans Wagner's daughter	... MADISON SMITH ... EVA WESTCOTT ... SOPHIE BRANTOT ... ISABEL HALL ... EMMA FRANCIS ... NANCY MILLS
Rudolph Adolph Heirich Fritz Ludwig Carl Oscar Wilhelm Franke Friskei, San Francisco Duffie Dixie, New Orleans Priscilla, Plymouth, Boston Pansy Fern, Philadelphia Missy River, St. Louis Illie Noyes, Chicago Olive Oriole, Baltimore Goldie Dome, Washington Marie Manhattan, New York Britania	... ERNEST HOWELL ... WILLIAM STENBERG ... LINFORD R. LEFFERSON ... H. S. WHITNEY ... CHARLES WILSON ... T. HENRY COOTE ... FRANK RANDALL ... JOHN HALL ... MABEL WILBER ... FLORENCE HOLMES ... MOLLY MAGRATH ... SYBIL CLIFTON ... IDA STANHOPE ... MABEL SPENCER ... BESSIE FRIGANZA ... NELLIE ADAMS ... CAMILLE CLIFFORD ... MAZIE ELLETTTE	Sec Allot Peissant Daze Charmie Tyme Lottie Towers White Caps Weedie Sen Daisy Dolphin Birdie Petrel Coralie Shell Lottie Fogge Pleasant Sayle Birnie Deep Calmie Waters Foamie Crest	... RHERA KAUFFMAN ... FLORIDA BELLAIRE ... JENNIE DRUSSE ... FLORENCE BERGEE ... VESTA BERGEE ... EASTER MITCHELL ... MAE HUNTINGTON ... MAUDE WATKINS ... LELIA SMITH ... MABEL RENT ... ANITA MERRIK ... ELEANORE BERGEE ... CHARLES SULLIVAN ... FRANK DELAND ... HERBERT RANSON ... STANLEY DAMEBELL

### SYNOPSIS OF SCENERY.

ACT I.—Garden of Hotel Internationale. Afternoon.

ACT II.—Court of Hotel Internationale. The next morning.

### MUSICAL SYNOPSIS.

1 "The Modern Pirate" ... ACT I. ... Francois and Chorus of Waiters	7 "Bill, Bang" ... "The Slets Song" ... Heidelberg	5 Solo—"I'm on the Water Wagon now" ... Hans
2 "We Know It's Wrong to Fright" ... Solo, Art and Chorus of Young Girls	8 "The Widow" ... Trio, Mrs. Crocker, Hans and Artie	6 "The American Girl," Song of the Cities ... Mrs. Crocker and Petrus Girls
3 "Walk, Mister, Walk" ... Solo, Mrs. Crocker and Chorus of Young Girls	9 "Keep It Dark" ... Jimmie and Sidonie with Chorus of Maids	7 "The Tale of a Sea Shell" ... Prince and Nellie and Ensemble
4 "A Season by the Shore" ... Entrance of Hans and Nellie, with Ensemble	10 "Pictures in the Smoke" ... Dist. Prince and Nellie	8 "Back to the Boulevards" ... Francois and Sidonie
5 "Hail to Our Noble Guest" ... Dist. Tom and Edith	11 "Fiddle," and "Waldenschen" ... General Ensemble	9 "Our Floral Queen" ... Edith and Ensemble
6 "The Message of the Violet" ... Dist. Tom and Edith	12 "The Field and Forest" ... Fox Hunters' Chorus with Solo Edith and Ensemble	10 Solo March—"Fall In" ... Tom, with Naval Cadets and Ensemble

Costumes designed by Will R. Barnes and Archie Gunn; executed by Marshall Field & Co., Madame Fressinger, Fritz Shoubts & Co., and Wolf, Forcing & Co. Uniforms by A. Shuman & Co. Shoes by Alton Shoe Co. Scenery by Walter Burdidge. Floral Decorations by Leo Kroposki Company and Herbert & Co. Theatre has been entirely redecorated and upholstered by Messrs. Maple & Co., in accordance with the requirements of the London County Council.

The Electric Lighting on the Stage has been carried out by Rosalinda, Phipps & Co., 101, Oxford Street, W.

The Scenery and Floral Decorations have been rendered Fire Resisting by the Process of The Non-Flammable Wood and Fabrics Co., Ltd., Tottenham Road, Fulham, S.W.

Manager	... A. H. CANBY	Stage Director	FOR HENRY W. SAVAGE.	Musical Director	... Mr. EDWARD JONES
Business Manager	...	...	CHARLES SINCLAIR	...	Mr. OSCAR BARRETT, JUN.

PRICES OF ADMISSION.—Private Boxes £3.10s. £1. 10s. 6d. and £1. 5s. Stalls, 10s. 6d. Balcony Stalls (First Four Rows), 7s. 6d. Pit, 2s. 6d. Amphitheatre, 1s. 6d. Gallery, 1s. Box Office (Mr. F. J. Tinsley) Open All Day.

**MATINEE EVERY WEDNESDAY AND SATURDAY AT 2.15.**

(1) The name of the actual and responsible Manager of the Theatre must be printed on every play bill. (2) The Public can leave the Theatre at the end of the performance by all exit and entrance doors which must open outwardly. (3) Where there is a fire-proof screen to the proscenium opening, it must be lowered at least once during every performance to ensure its being in proper working order. (4) Smoking is not permitted in the Auditorium. (5) All gangways, passages and staircases must be kept free from chairs or any other obstructions, whether permanent or temporary. 2-7-14

H. CLAVERIE ET CIE.,  
 11, AVENUE DE  
 LONDRES,  
 LES HALLES, PARIS.



COIFFEURS DE DAMES,  
 POSTICHES,  
 DYE ETC.

Consultants for Hairdressing  
 and Dressing of all  
 Complexions & Specialties.

RECOMMENDED BY ADOLPHE MENDEL  
 AND RENTAL AUTOMOBILES.

**XL American**

**Dentifrices**

(Tooth and Mouth)  
 Of all kinds, Chamois, Ivory and  
 Navy, and other Specialties.

DOES CLEANSE WITHOUT  
 RUBBING OR SCRUBBING.  
 All these Products are patented.

**TEOFANI'S**

Connoisseurs Smoke  
 HIGH-CLASS  
 CIGARETTES.

On Sale at this Theatre.

**ELECTRIC LIGHT  
 CURE**

**ELECTRIC BATHS**

**NURSE STRIDE**

9, Benthack Street,  
 Coventry Square,  
 LONDON, W. 1. 1913.

ORIGINAL CREATIONS  
 IN  
 EVENING TOILETTES  
 ALWAYS ON VIEW.  
**PARIS - 242, Rue de Rivoli.**

**DALY'S THEATRE**  
 UNDER THE MANAGEMENT OF  
 MR. GEORGE EDUARDES.

To-night and every evening at 8, Matinee every Saturday  
 at 2, a New Musical Play in Two Acts, entitled:

**THE CINGALEE**

OR, SUNNY CEYLON.  
 By JAMES T. TANNER.

Music by LIONEL MONKTON.  
 Lyrics by ADRIAN ROSS and FERCY GREENGLANK.  
 Additional Dialogue Lyrics and Numbers by PAUL RUBENS.

Act 1—Vercher's Tea Parlor, in Management, by  
 Copies of the Programme, by HAWES CRAVEN

Act 2—Bookhamber's Palace by the Lake at Kandy  
 by WILLIE WADE.

The Dances and the Chorus Business and effects arranged  
 by WILLIE WADE.

The Costumes designed by FRANK ANDERSON.

Costumes by Miss Fraser, B. J. SIMONS & Co., and Mrs.  
 NARRISBARR, Millinery by Madame ADELAIN, 21, Wigmore St.

Electrical Engineer, C. SARGENT.  
 Machinist, H. SIMONSON.  
 Stage Manager, ... .. Mr. J. A. MALONE.  
 Musical Director, ... .. Mr. HOWARD TALBOT.

The programme has certainly been lowered daily in prices of the audience.

Free for this Programme 6d  
 BOX OFFICE (Mr. R. W. Anderson) OPEN DAILY from 10 till 10.  
 Private Boxes £s 12s, 6d, 4s, 2s, 1s; Orchestra Stalls, 10s, 6d.,  
 Balcony Stalls, 7s, 6d.; Upper Circle (Front, Ramp, Seats, 5s.; Other  
 Seats, 4s.; (Unreserved) 3s. 6d.; 3s. 6d.; 3s.; 2s.; 1s.

**Redfern**

PARIS MODELS  
 IN  
 DRESS OF ALL KINDS  
 PRODUCED SPECIALLY FOR LONDON.  
**LONDON - 26 & 27, Conduit St.,**

**Cast of the Play.**

HARRY VEIERER (A Tea Parlor) ...	Mr. C. HAYDEN COFFIN.
BOOTHAMBA (A Noble of Kandy) ...	Mr. RUTLAND BARRINGTON
SIR PETER LOFTUS (High Commissioner and Judge, Ceylon) ...	Mr. FRED KAYE
MYRANOH ... an Italian Servant	Mr. SANTO ARRIGONI
BOBBY WARREN	Mr. JAMES BLAKEY
DICK BOSANQUET	Mr. CONWAY DIXON
FREDDIE LOWTHER (Pupil of Vercher on the Tea Parlor).	Mr. ARTHUR HOPE
JACK CLUNTON	Mr. ALICE ANDERSON
WILLIE WILSON	Mr. J. BOODY
CAPTAIN OF THE GUARD ... ..	Mr. NORMAN GREENE
ATTENDANT ... ..	Mr. F. J. BLACKMAN
CHAMBRUDDY RAM (A Ebon Levant)	Mr. HUNTLEY WRIGHT
JANOYA ... (A Cingalese Girl) ...	Miss IVY MOORE
FREDY SAINNE ... ..	Miss GRACIE LIDDH
NANTOOMA ... ..	Miss CARRIE MOORE
SATTAMBI ... ..	Miss ALICE D'ORNE
MYTHELLAR ... .. on Vercher's Parlor.	Miss FREDA VIVIAN
COOROWE ... ..	Miss EOTH FINK
ANGY LOFTUS (Sir Peter's Daughter)	Miss DORIS STOCKER
MISS PINKERTON	Miss NINA SEVENING
FRAULEIN WEINER	Miss PATIENCE SEYMOUR
MADMOISELLE CHIC	Miss MABEL HIRST
SIGNORINA TASSO	Miss TOSPY SINDEN
LADY PATRICIA VANE ... ..	Miss ANNA HICKSH

Solo Dances by Miss TOSPY SINDEN  
 The Favourite Dances by the SISTERS AMARANTH  
 Business Manager for Mr. GEORGE EDUARDES ... .. Mr. G. E. MINOR.

THE CINGALEE is a grand opera in two acts, and has been produced in London, Paris, and other cities, and has been successful in all countries. It is a grand opera in two acts, and has been produced in London, Paris, and other cities, and has been successful in all countries. It is a grand opera in two acts, and has been produced in London, Paris, and other cities, and has been successful in all countries.

**QUEEN'S  
 HOTEL  
 AND  
 RESTAURANT**

Leicester Square,  
 Choice Cooking,  
 Charming Architect  
**MADAME DOWDING,**  
 The "Dorchester" is in the "Queen's" Hotel.



MADAME DOWDING  
 8 & 10, Charing Cross Rd.

**THE CIGARETTE  
 OF DISTINCTION,  
 THE NEW 'GRAVEN'**

Price, 6s. per 100; 2s. per 50;  
 1s. per 25; 6d. per 10.  
 From all Tobaccoists or from the  
 Sole Manufacturer,  
**CARRERAS, Ltd.,**  
 7, Warton St., W.

Sold at the rate of this Theatre

From 25/-





ORIGINAL  
PLYMOUTH  
GIN.

MISS D. VANDERBILT,  
302a, REGENT STREET.

Completion Treatment.

Manufactured solely by  
**COATES & CO.,**  
Black Friars Distillery, Plymouth.

SUPPORT HOME INDUSTRIES.

**BRYANT & MAY'S  
MATCHES**

Are used in the Bars of this Theatre.

TASNE COMPANY'S TOILET REQUISITES.

TASNE VELVA CREAM,  
TASNE SKIN TONIC, etc.

Price List on Application.

**ELECTRIC LIGHT BATHS.**

Vibraporty Treatment.

Under Medical Supervision.

3, BERNERS STREET MANSIONS, W.  
OPPOSITE WINDMILL HOSPITAL.

**BUCHANAN'S**

**SCOTCH WHISKY**

SOLD AT ALL BARS.

"BLACK AND WHITE," and "RED SEAL."

are the BEST Scotch Whiskies.

By Royal  
Warrant



To  
H.M. the King.

**SCHWEPPE'S TABLE WATERS**

Exclusively Supplied in the  
Saloons of this Theatre.

A Magazine of Variety.

**WIDE WORLD MAGAZINE**

AN ASSORTED VARIETY WILL BE FOUND  
IN THE COURSE OF THE OCTOBER NO. BY THE

WHICH CONTAINS SEVENTEEN STORIES, INCLUDING—  
**THE STRANGE STORY OF THE BANNERMAN**—  
**CHEAPSIDE CLOCK**, as told by the  
Hon. G. G. BURNETT, M.P., Secretary to the  
Honorable Director of Bermuda, plainly  
and interestingly told. A number of splendid illustrations arranged a  
little before the story, and a number of excellent  
illustrations about some of the most picturesque  
events of every-day life.  
**THE WILD MAN OF THE PEAK**.—  
A story of the most interesting and mysterious  
kind, and one of the most thrilling and  
makes most fascinating reading. The idea  
of the story is very original and the  
conceivable.

NOW ON SALE



OF ALL BOOKSELLERS.

**CORPULENCY SCIENTIFICALLY TREATED.**

Special Baths. Special Treatment. Manufacture & Chiropraxy.  
40, Bryanston St., Portman Square, W.

DAILY, 11 TILL 7, SUNDAYS INCLUDED.

Recommended by sound Medical and Dental Authorities.

**XL AMERICAN DENTIFRICES**

(POWDER AND LIQUID).

Of all Leading Chemists, Army and Navy, and other Stores.

**NONE GENUINE WITHOUT SIGNATURE.**

ALL THESE POWDERS ARE PATENTED.



ORIGINAL  
PLYMOUTH  
GIN.

Manufactured solely by  
**COATES & CO.,**  
Black Friars Distillery, Plymouth.

SUPPORT HOME INDUSTRIES.

**BRYANT & MAYS**  
MATCHES

Are used in the Bars of this Theatre.

**ELECTRIC LIGHT BATHS.**

Vibratory Treatment.

**3, BERNERS STREET MANSIONS, W.**

(OPPOSITE WINDLESS HOSPITAL).

Under Medical Supervision.

**MISS D. VANDERBILT,**

302a, REGENT STREET.

Completion Treatment.

*Debat for all*

TASME COMPANY'S TOILET REQUISITES,

TASME VELVA CREAM,  
TASME SKIN TONIC, etc.

Price List on Application.

**BUCHANAN'S**

**SCOTCH WHISKY**

SOLD AT ALL BARS.

"BLACK AND WHITE," and "RED SEAL."

are the BEST Scotch Whiskies.



By Royal  
Warrant

To  
H.M. the King.

**SCHWEPPE'S TABLE WATERS**

Exclusively Supplied in the  
Saloons of this Theatre.

A Magazine of Variety.

AN ASTONISHING VARIETY WILL BE FOUND  
IN THE CONTENTS OF THE OCTOBER NO. OF THE

**WIDE WORLD MAGAZINE**

WHICH CONTAINS SEVENTEEN STORIES, INCLUDING—

THE STRANGE STORY OF THE  
CHEAPSIDE CLOCK, as told by the  
Managing Director of Bennett's, plainly  
shows how weird and startling romance is  
not confined to the past, but is still a part  
of our every-day life.

THE WILD MAN OF THE PEAK.—  
This exciting story of the Derbyshire Peak  
makes most fascinating reading. The  
adventure is so thrilling that it will give the  
heart of civilized England its well-earned  
conceivable.

NOW ON SALE



OF ALL BOOKSELLERS.

**CORPULENCY SCIENTIFICALLY TREATED.**

Special Baths. Special Treatment. **Manlyne & Chispebody, 40, Bryanston Sq., Portman Square, W.**

NOTE.—Close to Marble Arch (Turn).  
DAILY, 11 TILL 7, SUNDAYS INCLUDED.

Recommended by sound Medical and Dental Authorities.

**XL AMERICAN DENTIFRICES**  
(POWDER AND LIQUID).

Of all Leading Chemists, Army and Navy, and other Stores.

**NONE GENUINE WITHOUT SIGNATURE.**

ALL THESE POWDERS ARE PREPARED.



OF ADDRESSES

The  
**St. James's**  
**Electric Baths**

(From 61, JEREMY STREET,  
HOT AIR & LIGHT BATHS,  
To 1, YORK STREET,  
JERMYN STREET,  
S.W.

Commissaire Smoke  
**TEOFANI'S**  
HIGH-CLASS  
CIGARETTES.

On Sale at this Theatre,  
**145, OXFORD ST., W.**

**THE WEST END  
LIGHT CURE**

**HYDRO-THERAPEUTIC  
INSTITUTE**  
Every kind of Light, Electric and  
Medicated Bath given. Special  
Vibro-Electric Treatment for  
neuralgia and Lumbago.

Proprietors:  
**Mrs. HAMILTON-BURGESS**  
Telephone 8910 CENTRAL.

Telegraphic Address:  
"GALLIACCO," COLOMBO.

For those visiting the land of the  
Chigatte the Realty is even more  
valuable than when seen from the  
sea.

**GALLE FACE HOTEL,**  
COLOMBO.

The Hotel de luxe of the East.  
Central Situation. Good management.

**THE LINDA AND BOY HOTEL IN CHIGATTE**  
Electric Light, Electric Lift, and Electric  
Water.

**BEST CURTAINS**  
The only Hotel in the East with sea-  
water Swimming Bath.

For  
more  
particulars  
apply  
to  
the  
Manager  
of  
the  
Hotel.

**ORIGINAL CREATIONS**  
IN  
**RED FERN**  
EVENING TOILETTES  
ALWAYS ON VIEW.  
**PARIS-242, Rue de Rivoli.**

**DALY'S THEATRE**

UNDER THE MANAGEMENT OF  
**MR. GEORGE EDWARDS.**

By command of the Lord Chamberlain, the presentation safety curtains is  
lowered daily in the presence of the audience, about 10 minutes before the  
performance, so as to ensure the arrangements being in proper working  
order.

To-night and every evening at 8, Matinee every Saturday  
at 2, a New Musical Play in Two Acts, entitled:

**THE CINGALEE**

OR, SUNNY CEYLON.  
By **JAMES T. TANNER.**  
Music by **LIONEL MONKOTON.**  
Lyrics by **ADRIAN ROSS** and **PERCY GREENBLANK.**  
Additional Dialogue Lyrics and Numbers by **PAUL KUBENS.**

Act 1—Veneber's Tea Plantation, "Karagama,"  
By  
Act 2—Boobhamma's Palace by the Lake at Kandy, HAWES CRAVEN  
The Dances and the Chorus Business and effects arranged  
by **WILLIE WARDE.**

The Costumes designed by **PERCY ANDERSON.**  
Costumes by **Miss Fisher, E. J. SIMMONS & Co.,** and **Mrs.**  
**NETTLESHIP.** Military by **Madame ADELAIDS, 21, Wigmore St.**  
Electrical Engineer, **C. SAUNDERS.**  
Stage Manager  
Musical Director

Mechanist, **H. SHEDDEN.**  
Mr. **J. A. E. MALONE.**  
Mr. **HOWARD TALBOT.**

**Box Office** (Mr. H. W. Alderson) **OPEN DAILY** from 10 till 10.  
Private Boxes £2 12s. 6d. to 45 5s.; Orchestra Stalls, 10s. 6d.;  
Balcony Stalls 7s. 6d.; Upper Circle (Front Row), 5s.; Other  
Rows, 4s.; (Chinestraad) 7s. 6d.; Gallery, 1s.

"THE SPORTSMAN." May 18th, 1904, says—"Mr. D. M. GANTY, whose name and address, 98, Coventry Street, must be familiar to  
in red leather, with silver corners, it has a pattern of the  
to contain a book of the kind, the leaves are stiff-wood, and a water-tight cover  
is completely lodged within the book. The Cambridge authorities, however, are not  
to contain a book of the kind, the leaves are stiff-wood, and a water-tight cover  
is completely lodged within the book. The Cambridge authorities, however, are not

**PARIS MODELS**  
IN  
**RED FERN**  
DRESS OF ALL KINDS  
PRODUCED SHIRAZEMOUNT IN LONDON.  
**LONDON-26 & 27, Conduit St.**

**Cast of the Play.**

<b>HARRY VEREKER</b> (A Tea Planter) ...	<b>Mr. C. HAYDEN COFFIN</b>
<b>BOOBHAMBIA</b> (A Noble of Kandy) ...	<b>Mr. RUTLAND BARRINGTON</b>
<b>SIR PETER LOFTUS</b> { High Commissioner } { and a High Ceylon }	<b>Mr. FRED KAYE</b>
<b>VIWANGAH</b> ...	<b>As Indian Servant</b>
<b>BOBBY WARREN</b>	<b>Mr. WILLIE WARDE</b>
<b>DICK BOSANQUET</b>	<b>Mr. W. LOUIS BRADFELD</b>
<b>FREDDIE LOWTHER</b>	<b>Mr. CONWAY DIXON</b>
<b>JACK CLINTON</b>	<b>Mr. ARTHUR HOPE</b>
<b>WILLIE WILSON</b>	<b>Mr. ARCHIE ANDERSON</b>
<b>CAPTAIN OF THE GUARD</b> ...	<b>Mr. J. BODDY</b>
<b>ATTENDANT</b> ...	<b>Mr. NORMAN GREENE</b>
	<b>Mr. F. J. BLACKMAN</b>
<b>CHAMBUDDY RAM</b> (A Baboo Lawyer)	<b>Mr. HUNTLEY WRIGHT</b>
<b>MANOYA</b> ... (A Chigatte Girl)	<b>Miss SYBIL ARUNDALE</b>
<b>FEGGY SABINE</b> ...	<b>Miss GRACIE LEIGH</b>
<b>MAITOOMA</b> ...	<b>Miss CARRIE MOORE</b>
<b>SATTAMBI</b> ...	<b>Miss ALICE D'ORME</b>
<b>MYCHELLAH</b> ... (The Tea-Girls on Veneber's Plantation.)	<b>Miss FREDIA VIVIAN</b>
<b>COOROWE</b> ...	<b>Miss A. HATTON</b>
<b>ANGY LOFTUS</b> (Sir Peter's Daughter)	<b>Miss DORIS STOCKER</b>
<b>MISS PINKETON</b>	<b>Miss NINA SEVENING</b>
<b>FRAULEIN WEINER</b>	<b>Miss PATIENCE SEYMOUR</b>
<b>SIGNORINA TASSO</b>	<b>Miss TOSPY SIDEN</b>
<b>MADENOISIELLE CHIC</b>	<b>Miss MABEL HIRST</b>
<b>LADY PATRICIA VANE</b> ...	<b>Miss ISABEL JAY</b>

Solo Dances by **Miss TOSPY SIDEN**  
The Tumbler Dances by the **SISTERS AMARANTH**  
Devil Dancing by **Mr. WILLIE WARDE.**  
Business Manager for **Mr. GEORGE EDWARDS** ... **MR. G. E. MINOR.**

**QUEEN'S**  
**HOTEL**  
AND  
**RESTAURANT**

Leicester Square,  
Choice Cooking  
Charming Orchestra  
**MADAME DOWDING,**  
CONSERVATOR.

"Taffona  
Fach."



From 21/- to 6 Guineas.  
8 & 10, Charing Cross Rd.

**THE CIGARETTE  
OF DISTINCTION,  
THE NEW 'GRAVEN'**

Price, 5/- per 100; 2/6 per 50  
1/- per 20; 6d. per 10.

From all Tobaccoists, or from the  
Sole Manufacturers,  
**CARRERA, Ltd.**



# THE . . . LONDON WELSHMAN

**Cymro Ilundain.**

With which is Incorporated the "LONDON KELT."

No. 1. VOL. I.

SATURDAY, OCTOBER 1, 1904.

PRICE ONE PENNY.

## MADAME DOWDING,

Prif wneuthurwr Bron-genglau.  
(DAN NAWDD BREHHINOL AC URDDASOL.)



From 21s to 6 Guineas.

A certain cure for Obesity—a Specialty of Madame Dowding's Corsets—and are daily recommended by the leading physicians of the day for STUOOPING, IRREGULARITY, and OBESITY, which can be reduced without the slightest inconvenience. Also braces up the figure, and gives freedom of movement to every muscle.

**MADAME DOWDING, Corsetiere,**

8 and 10, CHARING CROSS ROAD (Opposite the National Gallery, Trafalgar Square.)

Gentlemen's Belts and Corsets a Specialty.  
(All measurements strictly confidential.)

I am illustrating for you this week a delightful gown for autumn wear. It is made of fine face cloth in a new shade of brown, called in Paris "jacinthe des bois," and it is trimmed with applications of ochre-tinted cloth, the hat being of the dark brown, the plumes in the lighter shade. To ensure our new gowns fitting with that glove-like tendency which the latest mode demands, it is of course essential that we possess a really good corset, and in order to achieve this end let me commend to you the kindly offices of Madame Dowding, Charing Cross Road, London, W.C. She is an admirable corsetier, bringing skill and science to bear upon nature in a fashion eminently satisfactory to all concerned. She specially studies the individual needs of each client, and a corset from her establishment will ensure a double success to your new frocks.

R. LONDON, MBER, 1904.

BUSINESSSES

E. JONES, 120, NEW WAIST.  
 £12.  
 £13.  
 £21.  
 £25.  
 £30.

D. KITE & CO., 25, SEVEN...  
 CONFECTIONERY...  
 H. AND...  
 L. AND...  
 M. AND...  
 N. AND...  
 O. AND...  
 P. AND...  
 Q. AND...  
 R. AND...  
 S. AND...  
 T. AND...  
 U. AND...  
 V. AND...  
 W. AND...  
 X. AND...  
 Y. AND...  
 Z. AND...

The Average Height.  
 What used to be, that average of Eng-  
 land's height...  
 is well up to 5 ft. 10 in., and so by some  
 is considered to be the average of the  
 number of under-sized girls and women  
 and another class keeps it back  
 a girl grow tall and develop ac-  
 cordingly when she is ill-fed, inopportu-  
 nely and weaned for from ten to 12 hours.

Among the talented, wealthy classes that  
 of tall girls is found. Among  
 very tallest of them is Lady Milner's  
 sister, who was presented this year. Miss  
 Hill, also a very tall girl, in this par-  
 ticular takes after her father, Lord Arthur  
 while her maternal tastes are inherited  
 by her mother, composer of a beautiful  
 song "O, Perfect Love," and of "Darry  
 Joan." In the meantime, etc., etc.  
 Miss Dawson, who is about to become  
 is also among the tallest of tall girls.  
 Her is Lady Mary Hamilton, dis-  
 tinguished of the late Duke. Her  
 height very gracefully, and has  
 seen on horseback. But then she  
 was a child, following  
 her example.

very tall girl is Lady Margerie  
 daughter of the Earl and Countess  
 and her height is emulated by  
 Miss McNeill, Lord Temple-  
 daughter, and by Lady Rose Hay-  
 who leads the tallest in  
 society circles.

Among American girls there are several  
 very tall, including Miss Moreton-  
 Miss Letia Dugot, and Miss Har-  
 The height of six feet is attained  
 by the American group, though  
 in her first season, Lady Helen  
 de la Roche, daughter of the Duke of  
 is somewhere about 5 ft. 10 in., and  
 much admired for her lovely complexion  
 quantity of soft hair, as well as for the  
 she carries herself.

Among young married women the  
 those of Marlborough is perhaps, the very  
 one. She walks extremely well, with a  
 her rapid step and a very pretty hand-  
 some bend of the shoulder. Lady Juba-  
 daughter of a very tall mother, Lady  
 Barry, is extremely tall and makes the  
 of her inches by her very upright  
 figure. She, too, walks well, a very rare  
 at this year's brides, is very rare  
 complexion. Lady Gwynne's daughter,  
 mother, and has a lovely figure as well  
 a very handsome face. Lady Helen  
 de la Roche, too, is very tall and her sister-  
 in-law, Lady Muriel Digby, equally so. The  
 of broughams will soon have to be  
 used to accommodate the dimly tall  
 in society.

*Kindly pass this on to her  
 Mrs. W. W. W.*

MADAME DOWDING,

Prif wneuthurwr Bron-genglau.  
 (DAN HAWDD BRENNHOL AC URDDASOL.)  
 "GWYADYS"



Prif, o 21-16 Gini.  
 Gwelldad aier at Ord-dowdd-archenig-wydd Bron-genglau Madame  
 Dowding-o yn cael tu harynyddi gan hif feddygon y dydd hysgaf  
 GRYMU, DIFFYO, TRULLIAD, A GOR-DWEDD.  
 yn un y llun-wydd, ac yn rheddi rheddi gweithrediad i bob cyfr.  
 crythau y llun-wydd, ac yn rheddi rheddi gweithrediad i bob cyfr.  
**MADAME DOWDING, Corsetiere,**  
**8 and 10, CHARING CROSS ROAD,**  
 (Opposite the National Gallery,  
 Trafalgar Square)  
 Rheddiu syth archenig i Wregysau a Bron-genglau Bondedigion.  
 U'n gahalloddi yn Adran y Gwregysu yn gyfnewidiol.

# The Pelican.

## FROM THE LADY HEATHER.

A GOOD TIME COMING.—THE MONEY COMES FROM THE CITY.—LADY CURSON'S RECOVERY.—MRS. BROWN POTTER'S SAVOY FAILURE.—BLACK MAN AND WHITE WOMAN.—A NEW CORSET.

In the autumn, to prevent the poet, the young woman turns to thoughts of "tailor-mades," concerning which the great subject of "fit" holds a place of paramount importance. It does not, of course, need me to say what has been so often said before that to ensure this fit much, if not everything, depends upon the corsets one wears. Now, if anyone has made a close and special study of this all-important subject, Madame Dowding, of Charing Cross Road, most certainly has. Madame Dowding is undoubtedly a corset specialist who should be as certainly consulted as any other specialist when one is concerned about one's figure. Which leads me to the very latest novelty Madame Dowding has devised, the "Spinning Wheel Corset" as it is quaintly named. The point about this corset is that it is a shade deeper than has been worn lately, the result is that it throws the bust out and gives the waist a small and dainty appearance, a detail of particular importance where "tailor-mades" are concerned, for with dresses of the sort a large waist is a thing to be avoided and a rounded figure a thing to be attained. Thus it is that I recommend the "Spinning Wheel" to your notice as I know you are a lover of tailor-made frocks as, indeed, are many others who, alas! are prevented from using them solely because they are ignorant of the proper corsets required to display them to advantage and perhaps to make up for Mother Nature's little deficiencies.

SATURDAY, OCT. 8, 1904

## MADAME DOWDING,

Prif Wneuthurw Bron-genglaw.  
(DAN NAWDD BRENNINOL AC URDDASOL.)



From 21s. to 6 Guineas.

A certain cure for Obesity—a Speciality of Madame Dowding's Corsets—and are daily recommended by the leading physicians of the day for STOMACH, INDIGESTION, AND GAZINESS. Also braces up the figure, and gives freedom of movement to every muscle.

**MADAME DOWDING, Corsetiere,**  
8 & 10, CHARING CROSS ROAD (Opposite the National Gallery, Trafalgar Square).

Gentlemen's Belts and Corsets a Speciality.  
(All measurements in Belt Department strictly confidential.)





# CHIC



THE LADY'S PAPER.

No. 138.—VOL. XI.

SATURDAY, OCTOBER 8, 1904.

TWOPENCE  
BY POST, 2½

## AT DOWDING'S.

THE value of consulting our "Leading Corsetiere" ere ordering our corset is to-day acknowledged the only way by the well dressed woman, and no one understands the art of the figure more than the clever corsetiere of Faraday House, Madame Dowding.

She is an ideal creator of the smart up-to-date figure, and positively understands her art so well that the woman of too solid flesh blesses the day she knew Madame, for her methods of reducing the figure are entirely her own and those she uses to such advantage that a *swell* and easy grace is always achieved.

Madame Dowding's prices are made to suit every pocket and range from £1 is. upwards. Petticoats of the most dainty are also made at Faraday House, and when matching the Broché corset are ideal with flounces of needlework or net and ribbon.



One must never forget that Madame Dowding carefully studies hygiene and has an especially comfortable maternity corset. The pretty sketch on this page shows one of Madame Dowding's latest achievements, it is called the "Elite," it is made in many forms and so can be purchased at prices ranging from one guinea to ten.

Man is not forgotten: for an especial and large part of the business of Faraday House is the making of men's corsets, and for those living in the country a specimen catalogue will be sent free on application. Madame Dowding's salons are at Faraday House, Charing Cross Road, W.



# MADAME DOWDING,

## The Leading Corsetiere.

(Under Royal and Distinguished Patronage.)

### THE REDINGOTE

(Patent No. 1811.)

Telephone No. 5663 Central.



FRONT.



BACK.



### THE CHARM OF A WOMAN IS HER FIGURE.

Nothing can equal Madame Dowding's New Invention, The Redingote, for re-modeling the figure to a perfect shape. Prevents stooping by drawing back the shoulders.

Excellent for growing girls, giving support to the shoulder blades and spine, which can be stiffened and boned on those parts where it is most needed for keeping the shoulder blades pressed inwards, and gives a flat appearance to stout ladies who have a tendency to excessive fatness on or above the shoulder blades.

A real treat to ladies who indulge in tea gowns.

The West End Tailors and Dressmakers find it a luxury to fit over the Redingote, which can be worn over any style of corset. Only bust measurements necessary.

**Price, in Plain Net and Batiste, from 9/6.**

**Trimmed with Lace and Insertion, from 12/6.**

**FARADAY HOUSE, 8 & 10, CHARING CROSS ROAD**

(Opposite the National Gallery, Trafalgar Square.)

# The Pelican.

ISSUED AS A SUPPLEMENT. SATURDAY, MAR. 18, 1905. (Office No. 6, 11, 12, LANE, E.C.)

## FROM THE LADY HEATHER.

HOW LITTLE WOMEN ARE TO INCREASE THEIR HEIGHT—  
SOME OLD FADS FOR THE PURPOSE—CLOTHES AT  
MONTE CARLO—MADAME DOWDING'S NEW INVENTION.

MY DEAR MAUDE,—

A very charming lady just back from Monte Carlo writes me:—"The gowns at the Casino this year were quite divine, so simple and elegant in style, while white and cream, fawn and pale grey were the favourite colours. Cloth and the old-fashioned cashmere were the most popular materials with lace applied in the most popular fashion, not very long for evening skirts, which were plain and not very long for evening wear, slightly gathered at the waist with pointed bodice and sleeves gathered at the shoulder, but only worn to the elbow, with long gloves. The English exaggerate in the fulness of the dresses far too much to be becoming. The French know how to add just sufficient to be graceful.

"The hats are quite different to what they recently were, being very flat in the crown, but high at the back of the head with a bank of flowers, some being worn with plumes of feathers coming from the crown. Almost all the hats are white, in fact nearly everything is white this season. The veils are short and worn close to the face. Long Directoire and Louis Perion coats are worn, some covered entirely with lace for evening wear, others much embellished for day wear, especially the long waistcoats, which are embroidered with gold and silver. The cloth on the upper part of the coats is made in the same colour as the gowns.

"The greatest novelty I saw consisted of mittens made of gold thread woven with precious stones set in them on the back of the hand. They were quite short and only came to the wrist, but looked very quaint and new. Bracelets are now being worn wider, in fact the old style seems to be quite returning. There is a decided change in the style of the hair, which is being worn high with a coil on the forehead, with pretty combs each side of the head and curls on the neck for evening wear, following the fashion which Lady Warwick tried to make fashionable last season. If Mr. Bernard Shaw paid a visit to Monte Carlo this year he would no doubt change his views on dress and not be so severe on the women of to-day. Red hair is not seen anywhere, unless it is the work of Nature; indeed, red seems quite a thing of the past. Figures are round, with a little bit more plumpness about the hips, but certainly there is no such a decided change as the lady correspondents of the daily papers would have us believe.

Have you seen Madame Dowding's latest creation? It is called the "Redingote," and has been patented, and certainly it is a clever and useful invention likely to find great favour, particularly among women who tend to be a trifle too stout and whose bust has become a thought too obvious. The "Redingote" will certainly, too, improve the figure and carriage of anyone who wears it, for the woman who does so is more or less compelled to hold her shoulders well back, and walk much more erectly than before. Next time you are near Madame Dowding's place in Charing Cross Road I recommend you strongly to make a point of calling and seeing it for yourself. It is a thoroughly sound idea, and certainly will improve the figure of the wearer to a really remarkable extent. Added to all this, it possesses the great advantage of being quite moderate in price, and that is a consideration in these rather hard times.

Yours ever,  
HEATHER.

# MADAME DOWDING,

THE LEADING CORSETIERE,

Under Royal  
and  
Distinguished Patronage.

A Speciality of  
MADAME DOWDING'S  
CORSETS.

A CERTAIN CURE FOR  
OBESITY.  
From 18s. 6d. to 3½ gns.

Telephone, 5663 Central.

Belgium.

All orders must be accompanied  
with cheques or postal orders.

France



Madame Dowding is the only Corsetiere in England who has won the "Grand Prix" and the "Gold Medal" for Corsets from the French Capital.

**GENTLEMEN'S BELTS AND CORSETS,**

Under the Superintendance of MR. C. S. DOWDING.

These belts are daily recommended by the leading physicians of the day for Stomach and Indigestion.

(All communications to Belt Department strictly confidential.)



Ladies' Corsets for Shooting, Golf, Riding, Sleeping,  
from **21s.**

Nursing and Maternity Corsets,  
from **30s.**  
Size in stock from 16 to 40 inch waist.



Advice free of charge, how to cultivate young girls' figures, from 16 to 18 years of age.

**MADAME DOWDING, - Corsetiere,**

17, CHARING CROSS ROAD.

Four Doors from National Gallery, Trafalgar Square.



*Madam Dowding*

MADAM DOWDING  
CORSETIERE  
17 CHARING CROSS ROAD

*Corsetiere*

17 Charing Cross Road, London, W.C.

**The Making of a Corset.**

Queen's Palace has many beautiful things to show the visitor, but it is not without its own special interest. It is not, however, in its own right, so wonderful as the exhibition of Madam Dowding, Corsetiere, of 17, Charing Cross-road, London; and no exhibit is more attractively staged. But it is with difficulty that one gets Madam Dowding to speak of her business. She seemingly takes a far greater interest in showing you her museum—her collection of old and curious things—priceless archaeological treasures, Egyptian antiquities, coins, and beautiful specimens of the Early Victorian and so on—things she has picked up in the course of her travels abroad. There is a case containing some curiosities in corsets—Queen Elizabeth's model, and several others of a time and style long past. What a contrast they make with those modern examples which Madam Dowding shows, and which have won for her at Paris, Ostend, Madrid, and Brussels decorations and gold medals! These corsets are veritable triumphs of designing, making, and so beautifully made are they that pattern corresponds to pattern, perfectly when the two halves meet. Madam Dowding's trade extends to the remote parts of the Empire.



Madame Dowling.

# COUNTRY LIFE

V

This is the year which has seen the greatest triumph of the corset, for never before has the art of the corsetiere been found so absolutely indispensable. The Directorate fashion has invested the corset with even greater authority than before, so unless the corset is impeccable in cut and outline, the master-hand of the tailor and dressmaker cannot achieve the desired perfection. Mme. Dowling has won world-wide fame with her corsets, and I use the word "world-wide" with intention; for she has been awarded gold medals and "grand prix" in London, Paris, Rome, Genoa, Madrid, Brussels, Antwerp and Ostend, and, indeed, is the only corsetiere in England who has won the gold medal and the Grand Prix in the French capital, where, if anywhere, experts in corsets are to be found. At 17, Charing Cross Road one can

find corsets to suit the requirements of every kind of figure, which will give them the elusive line which is the most fascinating characteristic of the feminine silhouette according to present fashions. Mme. Dowling excels in treating unduly-developed figures, and achieves an extraordinary slowness for her clients by means of scientific cut and judicious, though slight, boning; and her corsets are comfort itself in spite of their wonderfully reducing effect. She makes a specialty of individual fitting, thus ensuring ease to the wearer; and her corsets for obesity are recommended by the leading physicians of the day. To quote the familiar old proverb, "the art of the making is in the making"; and so Mme. Dowling numbers among her crowds of clients that "Admirable Crichton" in the art of dressing, Miss Marie Tempest, as well as the Queen of Song, Mme. Frits, whose youthfulness of figure is as great a marvel as her youthfulness of voice, it is evident that the Dowling corsets must be perfection. As her corsets range in price from 12s. 6d. to 5 guineas, they meet with the requirements of all purses; and all those who are satisfied with their figures, and those (the majority, I am afraid) who are not, should pay a visit to 17, Charing Cross Road, where anatomical satisfaction awaits them.

THE DATE.

SATURDAY, DECEMBER 12th, 1908.

PRICE SIXPENCE  
BY POST, 8d.

December 5th, 1908.

## MADAME DOWLING

Couré Corsetiere  
17, CHARING CROSS RD.  
LONDON, W.C.

Three hours  
from National  
Gallery,  
Trafalgar  
Square.



Telephone  
No. 8963  
Central.

MADAME DOWLING is the only Corsetiere in England who has won the "Grand Prix" as the "Gold Medal" for Corsets from the French Capital.

MADAME DOWLING has won—

- Bremen .. Gold Medal
- Antwerp .. Gold Medal and Grand Prix
- London .. Gold Medal and Grand Prix
- Paris .. Gold Medal and Grand Prix
- London .. Gold Medal and Grand Prix
- Genoa .. Gold Medal and Grand Prix
- Paris .. Gold Medal and Grand Prix

### CORSETS

For making Girdle, Spine, from 12s. 6d. to 5 Guineas. Girdle, Maternity, Nursing, Menstrual, Panty Day and Evening Wear. Consult for Obesity. Specially made Corsets for Care. Wholesale from 110, Colvered Street, Paris, W. 2. Corsets and Girdle from 21, Rue de la Paix, Paris, W. 1.

All measurements in 2 1/2 Decades generally precise.

# The Standard.

LONDON, MONDAY, FEBRUARY 10, 1908.

TWELVE PAGES

According to Miss Dowling, one of the great authorities in London in the matter of the modern figure, 19 to 21 inches represent the average waist nowadays, while, with a British waist, the bust should measure 35 or 36, the hips being equal in size to the bust. In many cases, however, when the waist measurement is found to be 24 or 25 inches, and the bust is 35 or 36, the hips are no less than 38, thus destroying the perfect balance of the figure. A good corset never uses padding except where violent exercise or constant use of certain muscles has developed the figure to the point of deformity. Thus, constant riding gives a looseness to the muscles of the right hip, while the under the right shoulder, and the woman who has driven much assumes a squareness of the waist at the back. In such cases a little padding being put where they most can be done to train the figure in the way it should go, three or four months more upward "tallies." Most corset-makers, however, 17 or 18, who has never worn more than the most elementary of corset bands, a real expert in the art of figure-making may hope to ensure to her elegance and well-being until the period when she has advanced far down the road of old age.

## THE CROWN



THE COURT AND COUNTY FAMILIES NEWSPAPER.

De rebus omnibus et quibusdam aliis.

No. LXXXII., Vol. 7, No. 5. [Registered in the G.P.O. as a Newspaper.]

FEBRUARY 1st, 1908.

[Postage, One Halfpenny in any part of the United Kingdom.]

Price One Shilling.

The London and Paris Dress Exhibition  
Madame Dowling, of 17, Charing Cross Road, has a most remarkable collection of old corsets and sunshades, which alone are worth going to see. I cannot do them justice at this sitting, but I will return to her corsets, ancient and modern, with great interest.





**CORSETS**  
 For making Girls' figures from 12/6  
 Bodice, Bust, Manerly, Firming,  
 Full, Maturing, Firming,  
 1/6 a Day and Evening Waists,  
 Corsets for Quantity & Speciality, and a  
 German Corset.

White Corsets from 18/6  
 Coloured Broches from 21/-  
 Silk Corsets and Silk Broches from  
 2/- Glass to 6/- Glass.

Girls' Bras from 2/6.  
 All measurements in Bath Depart-  
 ment strictly private.

Madame Dowding is the only Corsetiere in England who has won the "Grand Prix" and the "Gold Medal" for Corsets from the French Capital.

**MADAME DOWDING,**

COURT CORSETIERE,

17, CHARING CROSS ROAD, LONDON, W.C. (Three Doors from National Gallery, Trafalgar Square.)

Telephone No. 2857 Central.

**MADAME DOWDING  
 HAS WON**

Bronze Gold Medal,  
 Antwerp Gold Medal and Grand Prix,  
 London - Gold Medal and Grand Prix,  
 Madrid - Gold Medal and Grand Prix,  
 London - Gold Medal and Grand Prix,  
 Paris - Gold Medal and Grand Prix.

(Three Doors from  
 National Gallery,  
 Trafalgar Square.)

THE "CORSET"  
 of the  
 Company's.

At Madame Dowding's.  
**M**ADAME DOWD-  
 ING of  
 17, Charing Cross  
 Road is a corsetière,  
 quite indispensable  
 to all women who  
 wish to make the  
 best of their per-  
 sonal appearance,  
 as she disguises in  
 the cleverest man-  
 ner imaginable all  
 the little discre-  
 pancies of the  
 figure and en-  
 hances the beauty  
 of the graceful  
 curves. The corset  
 sketched on this  
 page is an admir-  
 able exponent of  
 her skill. Note the  
 splendid curves of  
 bust and hip and  
 its exact appro-  
 priateness to the  
 needs of a woman  
 whose figure re-  
 quires support.  
 TOUCHMALINE.



A GRACEFUL CORSET  
 From Madame Dowding's.

# THE CROWN



THE COURT AND COUNTY FAMILIES NEWSPAPER.

De rebus omnibus et quibusdam aliis.

No. LXXXIV., Vol. 7, No. 7.

[Registered in the G.P.O.  
as a Newspaper.]

FEBRUARY 15th, 1908.

[Postage, One Halfpenny for any  
part of the United Kingdom.]

Price One Shilling.

I went to write about corsets when I journeyed through the crowd to Mme. Dowling's stand. Corsets are the Alpha and Omega of woman's dress, the foundation upon which we build the edifice of our beauty. A face may fade, but the figure is ever young—and this is the great point—if the corset is a good one, for the corset is the mould that preserves the shape. French mothers are ever careful of their daughters' corsets, for they know what it is to build a beauty. We are too prone to let our schoolgirls grow round-shouldered, and never trouble about the corsets until they "come out." Mothers who have their girls' welfare at heart should take them to be corseted by Mme. Dowling, who knows every line of the human form divine, and has studied in every country and clime. For years I had heard of this great artist in the corset line, but it was never my privilege to meet her until I came to this Exhibition.

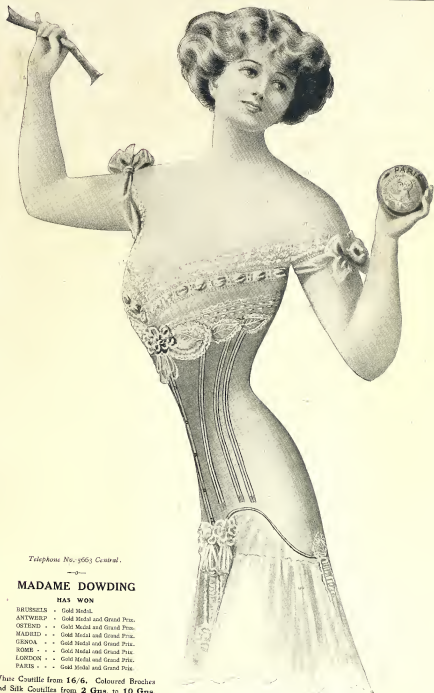
We went to look at her wonderful old corsets and her collection of curios, and she talked to me until the pale Western world faded away and I was dreaming on the Nile. I saw the sun sink behind the Pyramids, but on looking round for my dragoon and the camel I found instead a lady in black, with a clear-cut profile, smiling at me. So I have concluded that Mme. Dowling is a witch.

For three-quarters of an hour she held me "sous le charme," showing me her wonderful relics. There I saw earrings and bracelets of remote centuries, monuments of woman's vanity in ages past; and tiny bottles to hold tears shed for the dear departed, which science unkindly tells us were not used for this purpose at all, but intended to be filled with perfume! Let us keep our illusions and believe that they were full of women's tears! Again, there were barbaric knives of flint, head-rests and necklets of the loveliest blue sarsotol and the Egyptian eye, which is said to bring luck! One could spend a day living in the past and listening to Mme. Dowling telling of fairs, beyond the sea. She knows the swift understanding between man and beast that makes peasant life so interesting, and I could see the farmer, followed by the cows and oxen, singing as he went over the hills, each creature answering to his own name, for the baptism of beasts is one of the most interesting enigmas of peasant life in fair Italia. . . . And the corsets?

When a woman with such a mind focuses it on one object we know that perfection must result. One look at a woman's figure, and Madame knows what defects to correct, what good points to accentuate. The quick, alert, all-round mind is what we want nowadays. The woman who puts herself into such clever hands need trouble no more. Let her but send a postcard to say she wants a corset de bal, or a corset for tailor-made costumes, for travelling, or riding. Madame carries her figure in her mind's eye, she knows her requirements, stout or slender, and there is nothing more to trouble about. There are things no money can pay for—Genius is one of them. Despite that fact, Mme. Dowling's corsets have a range of prices that makes them attainable even to those who do not possess the purse of Fortunatus.

or

One Halfpenny.



Telephone No. 9663 Central.

### MADAME DOWDING

#### HAS WON

- BRUSSELS - Gold Medal.
- ANTWERP - Gold Medal and Grand Prix.
- OSTEND - Gold Medal and Grand Prix.
- MADRID - Gold Medal and Grand Prix.
- GENOA - Gold Medal and Grand Prix.
- ROME - Gold Medal and Grand Prix.
- LONDON - Gold Medal and Grand Prix.
- PARIS - Gold Medal and Grand Prix.

White Corsette from 16/6. Coloured Broches  
and Silk Corsettes from 2 Gns. to 10 Gns.

THE "DOWDINIAN PEARL."

**MADAME DOWDING, Court Corsetiere,**

17, CHARING CROSS ROAD, LONDON, W.C. (Three Doors from National Gallery,  
Travlers Square).

# Hearth & Home

**CHEZ MADAME DOWDING, 17, CHARING CROSS ROAD, W.C.**

Those fortunate women upon whom the Fates have bestowed that most enviable of all dowries, the natural svelte figure, have no conception of the anguish of mind which once disturbed the harmony of the less graceful members of the gentile sex. Twenty years ago the stout figure was the greatest misfortune. Those who liked pretty things encased themselves in terrible corsets which made them look ten times worse than was necessary, with evil results to the digestion

and complexion as a natural consequence. I believe that this order of things was entirely changed by the advent upon the scenes some years later of Madame Dowding, for she completely revolutionised the whole system of corset-making, and showed the world at large how to achieve by successful cutting what had been attempted heretofore by cruel compression. There is no knowledge in the wide world relating to corsets which Madame Dowding has not investigated, and, though at the very top of the tree, she is still ready to learn, and keeps herself in constant touch with all the

leading *couturières*, so that not the smallest trend of fashion escapes her attention.

When I called upon Madame Dowding a few days ago she had just come back from Monte Carlo and Paris, and she told me that she was more pleased than she had ever been with the most recent model she has evolved. This is a corset which, though it gives the smooth hip and slender shapeliness which we have all found so attractive, yet manages to indicate the gentle curve of the waist far better than even last autumn's models have managed to do. In curve, as Madame Dowding truly says, lies the whole beauty of the female form, and some of the modern stays do not produce a beautiful figure; they make it too flat and board-like, and this tendency Madame Dowding, with her usual vigour has determined to fight, with the success which can only be described as unqualified. I have no doubt that this corset will create a sensation, for the result is achieved by a very simple manoeuvre which only the most talented expert could discover. But of this more next week.

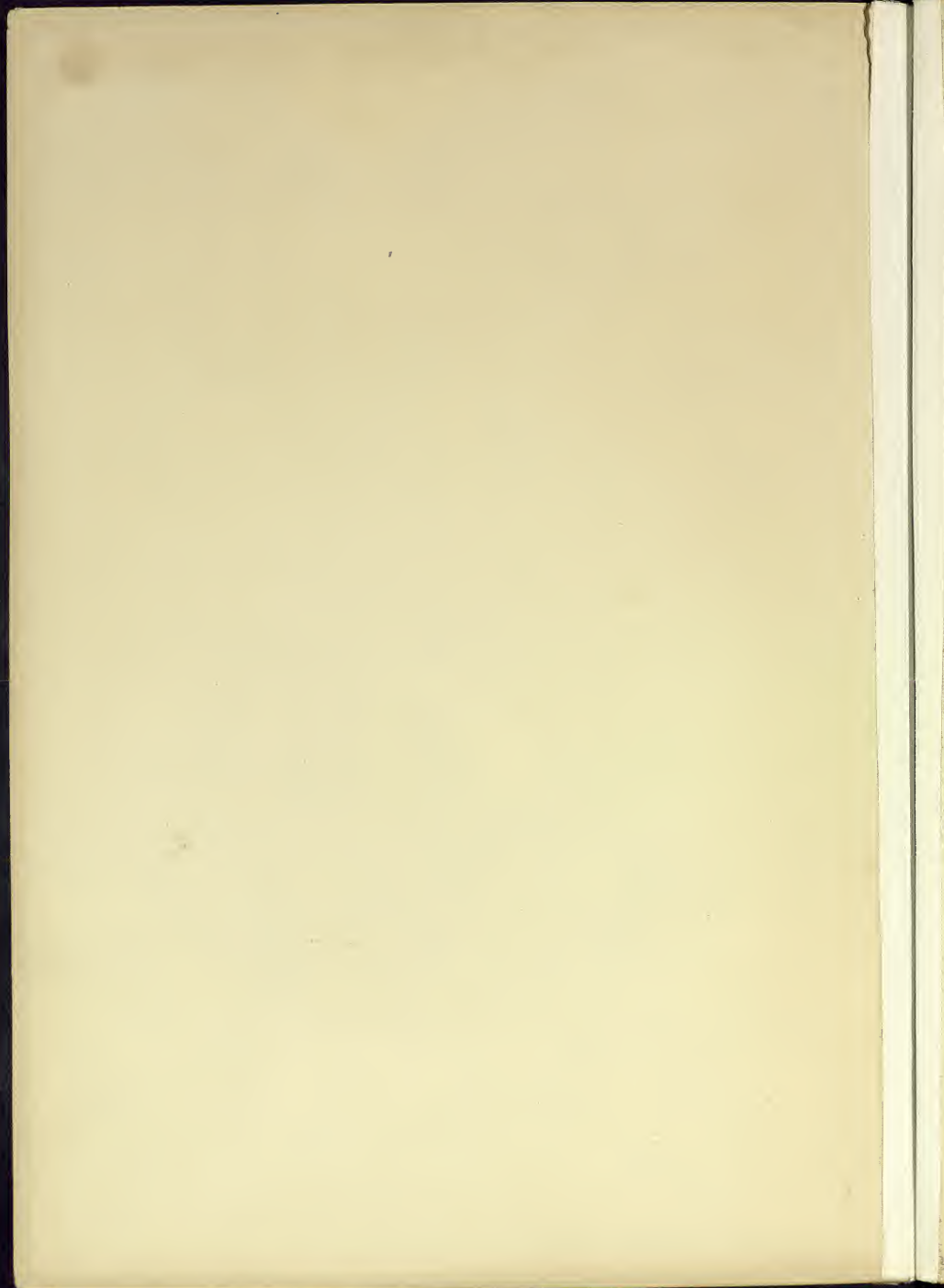
















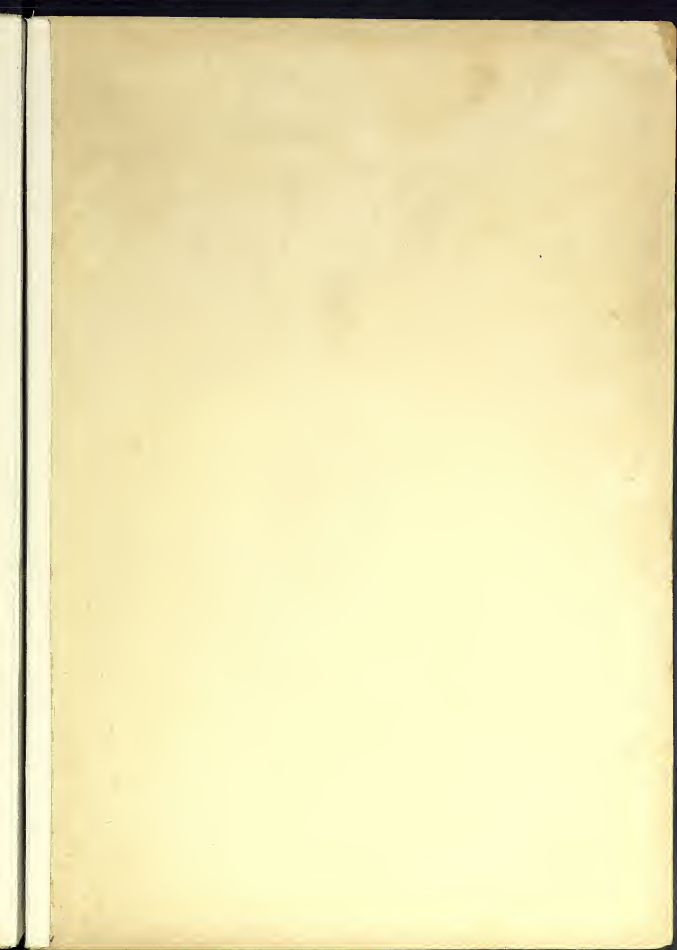


















WIN  
CHE  
TERS  
CHO  
SLO  
ART





MADAME  
DOWDING'S  
CORSETS

VOL. 2

1900 - 1909